

COUNTRY  
VIEW

2020 EDITION

AT HOME WITH  
THE BREMNERs

Comedian Rory Bremner  
talks life on the  
Scottish Borders

HEARD ON THE  
GRAPEVINE

We analyse the  
diversification trend  
sweeping UK estates





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COUNTRY VIEW 2020: THE ULTIMATE GUIDE TO THE FINEST COUNTRY PROPERTY

Welcome to the 2020 edition of *Country View*, Knight Frank’s annual publication dedicated to showcasing the very finest country properties from across the UK. From the most picturesque manor houses situated in the heart of the Cotswolds, to the magnificent country estates of the rural South West, we’ve created this publication as a guide to quintessential British country living. Today, ongoing political and economic uncertainty has created an environment where people can be reticent to commit to any big moves. But the country market has been a resilient one and still proves irresistible to many buyers. It presents a fantastic opportunity to secure property that can be considered value-for-money in the short term, a sound investment for the future and that can deliver all kinds of lifestyles, especially for those wanting to escape the pressures of modern life. In many ways, the theme of this year’s publication is to look past the here-and-now and to explore creating a lifestyle for the future.

It’s why Britain’s greatest impressionist Rory Bremner and wife Tessa Campbell Fraser have talked about building their dream family home on the Scottish Borders (p11); why iconic designer Nina Campbell believes country home interiors should be timeless (p17); and why diversification into activities such as wine-making presents buyers with an excellent opportunity to acquire revenue-generating property (p06). That’s all before you read the expert regional insight from Knight Frank’s network of offices and partners – all of whom have shared intimate local knowledge of their respective markets. I do hope you enjoy reading the pages of this magazine and we look forward to helping you on your property journey.

Edward Rook

Edward Rook  
Head of the National Country Department



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# A year in review: The UK prime property market in 2019

We've distilled the key trends that affected the prime UK property markets in 2019, to help determine what it might look like in 2020



**BY OLIVER KNIGHT**  
Associate, Residential Research



*Well-connected prime country markets will continue to remain strong in the face of political and economic uncertainty*

## WHAT'S HAPPENED TO VALUES IN PRIME MARKETS?

**OK:** Prime property prices outside of London at the end of September 2019 were, on average, 1.7% below where they were a year ago in 2018. Prices have been falling on an annual basis for five consecutive quarters, though the process of moderation really began back in 2014 following changes to property taxation. There is, however, no one-size-fits-all answer and the picture varies by region, by price and by type of property. Generally speaking, performance has tended to reflect the extent to which markets have been exposed to a weaker London market, while more expensive properties have also tended to be the most price sensitive.

## POLITICS OR POLICY: WHAT'S HAVING THE BIGGEST IMPACT?

**OK:** When we surveyed our agents towards the end of last year, concerns over Brexit, and the possible economic impact it would have, were regarded as the single biggest constraint on prime housing markets. This was followed by a lack of available stock and then taxation. The impact of higher stamp duty – while still a live issue for many – has receded somewhat, as buyers and sellers alike have increasingly factored it into their pricing, and therefore their overall expectations for cost.

## WHAT IMPACT HAS THAT HAD ON BUYER AND SELLER BEHAVIOUR?

**OK:** Prime markets have been driven, in the main, by needs-based movers, such as those moving for schooling, work or family reasons. There were just under 4,000 sales of £1 million-plus property outside of London in the first eight months of 2019, according to the Land Registry. This was 11% lower than at the same point the previous year, but above the level at this point of 2015, before the EU Referendum. This suggests that, despite hesitancy, there is still a healthy pool of motivated buyers active in the market.

## WHERE DO YOU SEE OPPORTUNITIES?

**OK:** Record-low interest rates have helped to underpin market liquidity at all price points and mean that a growing number of buyers are choosing to fix for a longer-period of time. Some 95% of all mortgages issued in 2019 were fixed-rate, with the percentage of five-year or longer fixed-rate mortgages climbing to 49%, which compared to 32% two years ago. Meanwhile, the current weakness of sterling, relative to other currencies, has meant there has been a small, but notable, increase in enquiries from prospective buyers coming from the US and Eurozone.



## How has Brexit affected the market?

Alongside the impact of higher stamp duty, Brexit has caused a sense of uncertainty in prime property markets. Indeed, only 15% of respondents to a recent Knight Frank survey said that Brexit has had “no impact” on their property search.



## What's motivating this pool of buyers?

The traditional drivers of prime country markets remain the strongest. Good schools, growing families, employment opportunities and lifestyle changes continue to underpin moves. The relative value on offer in more rural markets is also an attraction.



## What's the future of the prime market?

Locales that are well-connected will continue to have strong markets, but will remain price sensitive. We forecast a growth of 1% on average across country markets in 2020.

## WHAT'S HAPPENING IN LONDON?

**OK:** Prices in the prime central London market are almost 13% below their 2014 peak, though the latest data shows that price falls in the capital have started to moderate and buyer interest is reaching record highs. The flow of buyers from the capital continues to be a key driver in prime country markets and Knight Frank buyer data shows that the number of Londoners who purchased properties valued above £2 million outside of the capital, between January and September 2019, was at its highest level for any corresponding period since 2013, a trend we expect to continue as London market activity picks up.

## ARE THERE ANY LONG-TERM TRENDS YOU ARE TRACKING?

**OK:** Technology improvements including fast, reliable internet have meant that working from home for all or part of the week is a viable option for many, cutting down on both commuting time and travel costs. Those who can be flexible in the way they work are often happy to extend their search outside the magical ‘one-hour train ride to London’ zone, especially if they are only travelling into the capital for one or two days a week. We expect such buyers to be an added driver of the market – particularly in rural prime markets where they can take advantage of the relative price differential as well. Good broadband connectivity will be an increasingly important requirement as a result – 84% of respondents to Knight Frank's 2019/20 Prime Survey said they would be more likely to move to an area with super-fast broadband. Properties with space for a home office will also appeal to such buyers.

## WHAT ABOUT THE FUTURE?

**OK:** The market will remain price sensitive in the short to medium term. The strongest markets will continue to be well-connected towns and cities, although this differential is expected to narrow as buyers take advantage of the relative value now on offer in more rural markets. A place in the country will always have its attractions. The price differential between London and the countryside, the good schools, the improving rail infrastructure, the availability of superfast broadband are all factors that will appeal to buyers. Overall, we are forecasting average growth of 1% across prime country markets in 2020 and 2% in 2021.

*To stay abreast of changes in the market, and to receive up-to-date forecasts, visit [knightfrank.co.uk/research](https://knightfrank.co.uk/research)*



# BRANCHING OUT

As the trend for diversification gathers weight among British landowners, *Gershon Portnoi* explores how the art of growing wine-producing vine has taken a particular grip



Hattingley Valley has proved a successful diversification project for Simon Robinson

In 1999, Kings Farm in Hampshire was a fairly humble agricultural proposition, making unspectacular returns. Fast-forward 20 years, and the farm is home to the Hattingley Valley winery, an especially-successful British sparkling wine brand that’s capable of producing 250,000 bottles a year. The man behind the venture is former City lawyer Simon Robinson, who embraced the rapidly rising trend of diversification.

In recent years, estate owners of all sizes have repurposed their land – and property within it – for a variety of reasons, many of whom are creating business opportunities removed from their intended agricultural use, such as creating short-let holiday rentals or spaces for activity retreats.

A 2017 survey by the Department of Environment found that two-thirds of UK farms had diversified into non-agricultural business, making a total of £620million in the process. Embarking on a new scheme, however, can be complex, costly and time-consuming.

Using such land for the growth of grape-bearing vine is one form of diversification that has become increasingly popular. And while wine production is not new to the UK – according to WineGB there are now more than 10,000 acres of vines being cultivated by 522 commercial vineyards – production is growingly rapidly, with output rising from the equivalent of 6.3 million bottles in 2014 to almost 16 million in 2018.

“Back in 1999, returns from farming were pretty unexciting and we wanted to do something a bit different,” explains Robinson. As someone with an interest in wine, and with the benefit of the right soil in southern England, it soon became clear in which direction Robinson would go.



**“Do not expect quick returns – this is a long-term investment but can be extremely rewarding if done well. Make sure you know exactly why you are doing it”**



**Simon Robinson**  
Formerly a senior partner at law firm Slaughter and May, Simon traded a stellar career in the legal sector for one in the winemaking one. Robison first planted vines in Hattingley, Hampshire back in 2008, and says he’s not looked back since.

“The reputation of English wine was being transformed by new producers of sparkling wine, who were planting classic Champagne varieties of chardonnay, pinot noir, and pinot meunier and were making wines in the same way as in Champagne,” he says. “To add insight, the soil type in parts of southern England is identical to that of France, and unsurprisingly, the resulting product from grapes grown here is as excellent as that of Champagne.”

After an extensive period of market research, soil surveys and careful planning, Robinson planted 25 acres of vines in 2008, making sure he always had the right people around him to deal with the many challenges he faced.

“The challenges started before we decided to go ahead,” he says. “Where will you make your wine? Where will you sell your produce? What should you be planting and who will do the planting? How do we ensure we get a crop? My response to all of these was to find the right people to help us and luckily we found them surprisingly easily.”

Perhaps the most important person was winemaker Emma Rice, who won UK Winemaker of the Year in 2014. “A good winemaker is key,” says Robinson. “We have winemaking knowledge that we believe is second to none in the UK.”

One common issue with diversifying business is the demands on time it can produce, but Robinson found the initial stages quite compatible with his schedule. “It was easier earlier on as things progressed on an agricultural timetable, so reviewing progress weekly was entirely viable,” he explains. “It became much harder when we started selling our wine.”

Given these restraints, any ambitious client needs honest, insightful stewardship throughout the acquisition process, something both Robinson and Edward Dixon, the joint head of Knight Frank’s Rural Asset Management (RuAM) team, believe is absolutely paramount.

“We take them through from buying to setting up enterprises,” says Dixon. “We might run the estate or farm they’ve bought as it is – we take it on and often don’t make too many drastic changes in the first 12 months. It’s a chance to get to know the property, understanding what the assets are, and gives us a chance to review and explore the various opportunities that they might be interested in.

“We can guide them and help them with business plans and support. But if they’re hands-off owners and not around as much then we pick up the slack and do the whole management.”

Dixon has worked on a vineyard for a client for which Knight Frank assisted with everything from the initial soil testing to the development of the infrastructure to the actual marketing of the grapes. He and the RuAM team too are diverse in the types of business challenges they manage. Holiday rental cottages remain one of the most popular forms of diversification for property owners.

“Holiday cottages are another thing that



a lot of people do if they’re in the right location, and we’ve been involved in marketing for that. That one was an offshore owner so it suited them to keep things quite simple.”

But if it’s the idea of owning a vineyard that sounds most attractive, Robinson has learned a great deal from Hattingley Valley: “Do not expect quick returns – this is a long-term investment but can be extremely rewarding if done well. Make sure you know exactly why you are doing it. The idea that ‘it would be nice to have a vineyard in front of the living room’ is not enough.”

*To understand how you can make your land work for you, contact Edward Dixon, [edward.dixon@knightfrank.com](mailto:edward.dixon@knightfrank.com), +44 117 945 2633*



# TO THE MANOR BORN

Set deep in the heart of Thomas Hardy country, The Manor House represents a wonderful chance to move to rural Dorset. Set in 20 stunning acres, the six-bedroom manor house is eagerly awaiting its new lord and lady. *Zoe Dare-Hall* explores why

If you aspire to live the sort of stately lifestyle immortalised by such period dramas as *Downton Abbey* or *Gosford Park*, there is surely no better place to look than the home to the creator of both: the Academy Award-winning screenwriter Julian Fellowes is said to have drawn inspiration from the local village of West Stafford, a small village three miles from Dorchester, right in the heart of Thomas Hardy country.

Unusually, for such a small village, West Stafford has two manor houses. The first is a 16th-century dwelling, the other, The Manor House, a Grade I-listed house which sits half a mile away on the eastern edge of the village, awaits a new lord and lady at its helm. Now it is on the market again for £2.95 million and can justifiably be described as a one-off because of its particular aesthetic, history and provenance, thinks Knight Frank partner Luke Pender-Cudlip.

“The way the house has been remodelled over the centuries means it has an unusual triptych of different façades – Stuart, late 18th century and 19th-century Georgian,” he says. “It also has absolutely stunning views across water meadows. You walk out from the house across the lawns and follow the river that runs through the property. It is heavenly.”

The six-bedroom country house you see today, designed in a classic U-shape, dates from the very early 17th century, with the main house being built in 1603. Early in the 18th century the house was owned by Thomas White and his wife and they made significant changes to the exterior of the house. Their coat of arms adorns the east façade, which is a picture of Georgian symmetry. The front façade has a distinct grandeur about it, too, with its four Roman Doric columns at the entrance, flanked by two feature ponds and landscaped lawns.

Successive owners over the years – including the current ones – have left their mark on the house. There are adornments such as the 18th-century carved fireplace surround in the panelled drawing room, new wings that house extra bedrooms, a reading room, dressing room and billiard room.

“Every room is elegant and well proportioned, as you would expect from a house in its style,” says Pender-Cudlip. The most modern touches include a new kitchen with Redfyre cooker, and an extended side hall that meets the practical needs of today’s country house owners with a cloakroom, utility room and cold room.

Completing this rural idyll are the estate’s 20 acres of gardens and grounds –





The Manor House's grounds were landscaped by award-winning designer George Carter



some left as parkland, other parts landscaped by the award-winning Norfolk-based designer George Carter, whose formal designs are inspired by the simple geometry of 17th-century gardens.

Most beautiful, perhaps, is the large walled garden with an orchard, synthetic grass tennis court and heated outdoor swimming pool. Dotted around the land, too, are various outbuildings that provide invaluable storage space and potential renovation opportunities, including a stable block and loft space adjoining a two-bedroom cottage, and two garages that currently house cars, machinery and a workshop.

**“The Manor House is of a scale and price that makes it more manageable. For the price of a terraced house in Fulham, you can buy this 18th century masterpiece”**

“The desire to live in a country house among this kind of grandeur is as old as the hills,” says Pender-Cudlip. But The Manor House is of a scale and price that makes it more manageable than many might imagine. Many Londoners house-hunt in the area, either for a full-time residence – “They move here for

schooling,” says Pender-Cudlip – or a part-time home.

“They seem to have the best of both worlds, in the country from Friday to Monday night, in the city Tuesday to Thursday with the ability to work a bit from home. For the price of a terraced house in Fulham, you can buy this, an 18th-century masterpiece set in 20 acres.”

Interest in Dorset’s prized period homes comes from further afield too, including Scotland and Australia. And Pender-Cudlip notes a growing number of “young retirees” in their mid 50s or early 60s – people who have harboured lifelong ambitions to own a heritage property and are now acting on it. But above all, he thinks, The Manor House is

most likely to be a family home, with plenty of space to run wild, then all the attractions of the nearby country and coast, and charming Dorchester on the doorstep.

Dorset’s natural beauty, including its 95-mile World Heritage Jurassic Coast, remains an enduring draw for people looking at rural relocation. But there are new attractions too, such as the emerging foodie scene, with in-vogue eateries such as The Hive Beach Café in Burton Bradstock, HIX Oyster & Fish House in Lyme Regis and Weymouth’s Crab House Café.

In West Stafford itself, there is the popular Wise Man Inn, a short stroll away from St Andrew’s Church, which will forever be known as the church in which Tess and Angel Clare married in Thomas Hardy’s *Tess of the d’Urbervilles*.

This is Hardy country indeed. But it’s also Fellowes country. West Stafford isn’t just a village of two manor houses but home to two world-renowned English writers, both inspired by the rural life around them. Perhaps whoever buys The Manor House will provide the next chapter in West Stafford’s story.

For more information, contact Luke Pender-Cudlip, [luke.pender-cudlip@knightfrank.com](mailto:luke.pender-cudlip@knightfrank.com) or +44 1935 810 062



Photography by David Vintiner



## BORDER LIFE WITH THE BREMNERS

Comedian Rory Bremner and wife Tessa Campbell Fraser talk building a home on the Scottish Borders with *Matthew McEvoy*, and why leaving it for life in the Cotswolds was no laughing matter



“I never did realise my dream of going up there and writing my book,” muses with a touch of sadness, one of Britain’s best-loved impressionists and satirists, Rory Bremner. We’ve joined Bremner and wife Tessa Campbell Fraser in their new country house in Oxfordshire to talk about country living, and specifically the life they created for themselves on the Scottish borders. “But we had everything else there. It’s the perfect family house in every way.”

Bremner and Campbell Fraser, a renowned sculptor and artist began the morning with Knight Frank keenly talking through visions of domestic bliss for their home in the Oxfordshire hills, but it’s talk of their former family home – a two-year labour of love and endeavour to create the quintessential family nest – that is the reason the Bremner-Campbell-Frasers have welcomed us into their home.

“It was somewhere where we could relax and escape to properly for ten to 12 weeks of the year,” Campbell Fraser continues softly. “It was somewhere you could step off the conveyor belt of life and enjoy as a family.”

The subject of their affections, Crailing House near Jedburgh on the Scottish Borders, is finally up for sale through Knight Frank’s Melrose office (see page 79), and it’s a decision that has clearly been a wrench for both Bremner and Campbell Fraser. The couple talk fondly of the environment they created for the family, an interview where a nostalgic back-and-forth almost eulogises the dream they built together.

They bought the ten-bedroom, three-bathroom Regency-style house, set across grounds of 15.23 acres, in 2009, which at the time was uninhabitable. Two years’ toil modernised the main manor house (they swapped out the old oil boiler for a high-tech environmentally friendly biomass boiler and remapped the internal plumbing for example) and restored both interior and exterior elements to their former resplendence (Formica sheeting in the kitchen gave way to beautiful pine panelling). They also reduced the number of bedrooms to seven and added two more bathrooms.

The aim of their project was simple: to reap the mutual rewards of careers in the arts and to channel their energies into

**“It’s somewhere we could escape to for ten to 12 weeks over the year... somewhere we could go and step off the conveyor belt of life”**

creating a new, wholesome lifestyle for young daughters Ava, 18, and Lila, 16, who were seven and five respectively at the time.

Both would go on to experience a childhood more akin to those within the pages of an Enid Blyton novel rather than the predetermined ones most parents face today within our technology-driven always-on society.

“We wanted it to be pure and unsophisticated in that way,” Campbell Fraser remembers of their original deliberations to buy Crailing House. “We wanted the girls to be able to play in the stream at the bottom of the garden, or to go fishing in the Tweed. They would go riding their ponies on the beach, which was little under an hour away, while we could enjoy the prospect of losing ourselves in this idea of country living.”

Both born in same Edinburgh hospital – cue a Bremner Sean Connery impression “The Schhhimpson” – the couple’s decision to move to the small border town of Crailing, situated between Kelso and Jedburgh, and approximately 48 miles from Edinburgh, has particular significance for Campbell Fraser. She spent a portion of her childhood living there and actually remembers spending time in Crailing House as a young child, and as a teenage tutor who taught art at a summer school there.

To the fatalist, these mini coincidences would seem like the family were pre-destined to buy Crailing House and you’d be forgiven for thinking wistful nostalgia would drive Campbell Fraser to make the decision, but it was in fact Bremner who sparked the idea to move.

“It’s a very special place for us,” he begins, an act of recall that bares obvious emotional attachment. “I saw it and fell in love with it. I told Tessa ‘It’s simply lovely’ and she replies, ‘Over my dead body’! I don’t know how I convinced her, but she agreed to look...”

“I said I’d rather have bird flu, or whatever was epidemic going around at the time,” Campbell Fraser interjects. “But after

considering the work, we kind of pivoted and did a 180 on it. Rory was put off and I had fallen for it! We both agreed to take it on, though, as we knew it would change our lives.”

The “work”, it’s fair to say, was something of an understatement. The A-listed house was in ruinous disrepair and a lengthy renovation project, helmed by Campbell Fraser in between commissions, was undertaken. “We basically had to start from the roof down,” Bremner remembers. A decade on he is still slightly aghast at “the sheer amount of scaffolding” that was used; “it was astronomically expensive,” he says.

“We renewed everything, plumbing, electrics, chimneys, lead-work, but to be fair on the house, it had no bad horrors,” Campbell Fraser says. “The only thing that we hadn’t accounted for, that took more money than we’d anticipated, was the roof of the stable block because we just didn’t bother really to look at it, and it ended up taking quite a lot of cost.”

Among extensive renovations to the 10,000 square-foot main house, both lodges were renovated and the stable cottages turned into holiday lets to provide additional income. This speaks to the family’s insistence they wanted the estate to take on a new life, not one where they were considered absent landlords, or celebrity second-home owners within the local community.

It too, was the local community that helped restore Crailing House to its former glory; “I think we must’ve hired half the tradesmen in the local area over the years,” Bremner quips. “It was important to us we did it this way. I’d design elements if I could and then it would be down to the local blacksmith or carpenter to bring it to life,” Campbell Fraser adds.

Nine happy years later, work and the pursuit of it would bring the family back down to the south of England, the family have moved back to the Cotswolds, so both can balance the demands of work and the girls’ education. The current dwelling, a 19th

century former priory is undergoing renovations of its own. Did Crailing cause them to catch the bug, as it were? “Oh lord no,” Campbell Fraser says defiantly. “I mean, I am the eternal gypsy and will always like the idea of moving, but that work was enough for one lifetime.”

“We thought we wouldn’t be moving again,” Rory admits, but here they are. “We’re certainly not now – that’s it for us,” Campbell Fraser quickly adds. With that Rory, ups and wanders to the other side of the kitchen, where we’ve been sat. “That will be the ADHD,” Campbell Fraser retorts, (something Bremner discovered he had as an adult and shared on an episode of the BBC’s *Horizon*), but it’s easy to imagine he’s simply been spirited away, back to the country dream the family built together.

*For more information about Crailing House, please contact James Denne, james.denne@knightfrank.com or 01896 888648.*

*Bremner and Campbell Fraser’s two-year labour of love restored Crailing House to its former glory*



*Much of the work in the kitchen (left) and bathroom (below) focused on balancing modernity with Crailing’s period features. Campbell Fraser’s work features prominently in both their properties (left, rhino painting; above, race horses)*







# THE RISE OF TROY

Whether worn in town or the sticks, women’s countrywear is having a moment. *Hetty Lintell* finds out how womenswear brand Troy has become a Royal favourite, one that’s designed and manufactured on home soil

The great British outdoors has inspired icons of style for hundreds of years, just look at the Burberry trench coat – designed in 1912 by Thomas Burberry to keep officers protected against wind and rain during WW1 – now a staple in the wardrobes of the most modish women, although actually designed for men, and to be purely practical, with style taking a back bench to substance. How the tables have turned.

Historically, in the countryside, women have been neglected when it comes to beautifully made clothing, but some new

brands are sitting up and taking notice of women who are longing to look elegant, but also to hike, shoot, ski or stand on the touchline in comfort, knowing they are wearing something chic and functional.

Troy London are at the top of their game, having started making beautiful parka coats in 2015, then since branching out into wider country clothing. Started by business partners and sisters; Rosie and Lucia Ruck Keene, the duo were out stomping across the Norfolk fields together, wearing borrowed, badly-fitting jackets when the lightbulb moment struck.

“There was nothing out there for women who wanted to look and feel good in the countryside,” remembers Rosie. Troy London has since captured the heart of the country market (including that of the Duchess of Cambridge) with their charming British heritage aesthetic, drawing clients from all over the world by adding a little more femininity and playfulness to those more traditional looks.

“There is a wonderful romance to British heritage and country pursuits,” enthuses Rosie Van Cutsem (née Ruck Keene). “The whole style of the bygone era of the big estates in the countryside appeals to all, whether they’re country-dwellers, city types or international jet-setters.”

Above all, country gear must function well, and all the coats have been tried and tested – the sisters themselves live and breathe the countryside, so truly know how women want to wear their clothes, encouraging layering and multi-tasking in their garments. Buttery-soft suede gilets work perfectly with jeans and one of their pretty blouses underneath, then chuck a parka over the top and you’re ready for a country walk, pub lunch and a trip to London in equal measure.

“We are not about fast fashion,” continues the designer. “We are creating something very special, to be treasured and to last for many years.”

Each garment is made in the UK – the wool is spun in Lancashire and the cotton is made and waxed on home soil too. The designers are keen to celebrate the wonderful heritage of our textile industry – “this is vital to our company ethics, and chimes in with the broader conversation of reducing our carbon footprint”. They grafted to find the right factories, and ethical working environments are top of their list – no cutting corners for a fast fix.

“People are so excited about the British-made elements,” insists Rosie, and in the modern age of eco-consciousness, customers want to know where and how pieces are made, especially if investing in something that will be worn for a lifetime.

Having taken inspiration from vintage styles, their newest collection shows a clear adoration of the 1970s. The hero piece is the brushed-cotton water-resistant coat, with a shearling button-on collar – the ideal garment to take you from town to country. Many Troy customers have moved from London to the countryside, and might still be yearning for elements of city life (they are stocked at Soho Farmhouse, perhaps for this reason), including the feeling of being in touch with the latest trends.

Troy address this by offering women something with an edge, that will help you both stand out and fit in, wherever you might be. Troy recently collaborated with fashion powerhouse Amanda Wakeley on a sell-out jacket (now back in stock). “After meeting Amanda through a friend, she was giving us business



*Amanda Wakeley  
Elements parka,  
£680*



*Shearling collar  
coat, £650*



*The Curlew Cape  
in forest green,  
£350*



*Stock shirt in  
burgundy, £195*

advice, and by the end of the discussion, she suggested we do something together, having fallen for our parka.”

The Troy team didn’t need to think twice, and the alpine-inspired Elements jacket is perfect for skiing, being wind and waterproof but light enough to work up a sweat too – “I wore it skinning up mountains” remarks adrenaline-hunting Rosie – but it is equally chic as relaxed weekend-wear.

Wellness is a word on everyone’s lips, with digital detoxes and meditation having to be enforced, just so we can function without burn-out.

“Actually, taking the time to walk and to be in the fresh air with nature – whether in a park in London, or marching over the hills in Scotland – can be the best therapy,” Rosie encourages. “Take the time to put your phone away – even better leave it behind, make a plan and stick to it. Your mind is cleared if you haven’t got the option to change it,” she insists. “Life’s a little simpler if you’re not connected to your phone, but connected to the calming influences of nature instead.”

Windswept hair and a fresh face are the ideal accessories for the Troy look – “a happy place for most women” finishes the designer. After all, we are mainly just looking for the happiest versions of ourselves – and when sporting elegant clothing in total comfort, come rain or shine, you’ll find yourself standing a good few inches taller.

*troylondon.com*





# PURDEY

LONDON 1814

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Photography by Sylvie Coganne, Paul Raeside

## COME DESIGN WITH ME

Renowned interior designer Nina Campbell shares her design tips for making a country house a home

Nina Campbell has been at the forefront of British interior design for more than half a century, enjoying an illustrious career that has become best-known for use of rich colour palettes, her own wallpaper designs and signature range of furnishings, all of which place emphasis on utilising classic British design.

“You have to try use British as much as possible,” Campbell tells us. “Especially in our current climate.” Having grown to some repute during the 1980s and 1990s, Campbell still leads a tremendously busy schedule, both from her Walton Street shop in Chelsea, and on the road when she consults on any given number of design projects around the world.

While Campbell’s projects can be as big or small as they are varied, designing within traditional British country spaces still has real appeal for her.

Here, Campbell has very kindly shared her philosophies on designing country house interiors, and what continues to inspire her own work.

### WHAT DO YOU LOVE THE MOST ABOUT DESIGNING INTERIORS FOR COUNTRY HOUSES?

I love the act of restoration. I enjoy nothing more than taking on a house that needs restoring and bringing it back to where it should be. There can be so many surprises you find in beautiful, old country homes, especially when you take them back to their bare bones. You find out where old rooms have been divided, or where original features need some love to bring them back to life. It’s a wonderful thing to wake up a home that’s been asleep for 30 years.

### WHAT ADVICE WILL YOU GIVE CLIENTS APPROACHING INTERIOR PROJECTS WITHIN SUCH A PROPERTY?

I will always advise my clients that the simple approach is the best. Don’t over-decorate or exaggerate elements so they look picked out. Beautiful plasterwork can really go a long way, especially when it’s painted well. Using shades of white can help you do this effectively. In a country home, really consider how the inside of a house mixes with the outdoors; you want to balance a warm, comfortable interior with the practicalities of living in the countryside. There’s no point having a pale carpet in certain spaces if you’re going to be traipsing muddy boots in and out!

### WHAT ARE THE BIGGEST CHALLENGES WHEN DESIGNING FOR OLD OR LISTED BUILDINGS?

When you comes across things that no longer serve a purpose or need to be redesigned to work. For example, adding new bathrooms in new places, means you have to think about how new plumbing systems will work throughout the entire home – essential, but not exciting. You also have to consider how you make a house safe. I’ve had clients wanting to renovate an entire home but keep the electrics that are over 25-years-old. You simply can’t neglect these things even if they’re not the focal point of a project.

### HOW DOES IT DIFFER FROM DESIGNING FOR SPACES IN THE CITY? WHAT ARE THE SIMILARITIES?

I like to think about how you live in different spaces. Like in many townhouses, big kitchens and living spaces have arguably become the most important rooms within a house. You want to think about how you add elements that make it comfortable to live in them, but that also gives you greater licence to create – or even recreate – spaces within your home, especially those that are not considered particularly popular by today’s standards, such as the dining room. Making this kind of room a dual-purpose space by making it a library room as well can have a rather dramatic effect.

### ARE THERE ANY KEY INTERIOR TRENDS WE SHOULD BE LOOKING OUT FOR OVER THE NEXT YEAR?

I think the way to keep design stable is to not follow trends at all. I personally really dislike the word ‘trend’ – it’s quite scary because they come and go. I think it’s really pleasing when design evolves.



*Nina Campbell*

One of Britain’s most eminent interior designers, Campbell established her eponymous brand in 1972, having started her career at the age of 19

[ninacampbell.com](http://ninacampbell.com)



# SUPER UTILITY VEHICLE

Aston Martin is redefining the meaning of SUV,  
with its 4x4, the DBX



*Aston Martin's DBX puts lifestyle drivers above all else – something that is reflected in additional interior and exterior packs, such as the 'snow pack' (left) or 'pet pack' (above). The interior, meanwhile, is finished in suede and leather (below)*



Just five years ago, the absence of luxury sports utility vehicles on the UK's long, winding country roads may have invoked a certain sense of futility in car drivers looking for that something a little more, especially as our country roads can offer so much in the way of day-to-day enjoyment.

Today, despite Land Rover Jaguar's Range Rover reigning supreme in the mid- to high-end market, evidence suggests some drivers want to elevate their SUV experience. Aston Martin believe they could be the manufacturer to do that, with its 4.0-litre twin-turbocharged V8 DBX SUV – a new beast in the mould of the DBS and DB11, which will rival Bentley's Bentayga, Maserati's Levante and Lamborghini's Urus, super luxe SUVs.

Previewed at the Goodwood Festival of Speed in July 2019, the 542bhp titan is taking pre-orders for release in early 2020, having undergone extensive testing in the rugged Welsh terrain of the Vale of Glamorgan, the frozen

landscapes of Pirelli's Artic Falls Proving Grounds in Sweden, and every wannabe racecar driver's dream, the inimitable Nürburgring Nordschleife in Germany.

The DBX, Aston Martin say, will offer a different proposition to other manufacturers that are all currently fighting for a slice of the luxury SUV sector, by placing emphasis on its luxe credentials. The plethora of interior options – such as the 'Snow Pack' complete with ski racks and snow chains, or 'Pet Pack' with its cabin divider and additional bumper protection – could well be the difference, as Aston Martin prioritises lifestyle drivers above petrolheads.

Perhaps Aston Martin's challenge to the status quo is no better reflected than in its production of the DBX at its St Athans manufacturing facility in Wales – a facility at the heart of its electrification efforts. And while a hybrid model is unlikely to be released anytime soon, the carmaker's intent is as serious as the DBX is handsome.

[astonmartin.com](http://astonmartin.com)





# The Happy Valley

Chamonix Mont-Blanc is perhaps known for being one of the best Alpine resorts for skiing in the whole world, but as *Roddy Aris*, a Partner who looks after Knight Frank’s French Alpine network suggests, there’s more to this majestic 95-square mile stretch of mountains to the north of Mont Blanc outside the traditional French ski experience



BY RODDY ARIS  
Partner, International

“Chamonix is in the Haute Savoie department of France and is one of the only traditional Alpine resorts that can boast being a year-round destination. Other resorts such as Courchevel, Méribel, Megève, may have successfully rebranded themselves as ‘dual season’ resorts, but Chamonix simply never stops. With Geneva International Airport little over an hour’s drive away, Chamonix is perhaps the most accessible of resorts for those seeking the best high-altitude skiing. The Chamonix ski doman consists of five ski areas, including Grands Montets, Les Houches, Le Tour/Balme, La Flégère and Le Brévent – all collectively considered to be the best freeride resort in the world. Après-ski opportunities are plentiful and a whole array of day and nighttime activities can be enjoyed all year-round. Here are four fantastic reasons why I’d recommend any potential client looking for a second home in the Alps, look to Chamonix.

**1. The off-piste skiing in Chamonix-Mont-Blanc is some of the best in the world, let alone the Alps.** While you will never get bored of the five ski areas within the Chamonix Valley, located in some of the highest altitude skiing in Europe, the off-piste skiing is the industry-wide benchmark. Skiing the 20km Vallée Blanche, which wraps around the back of Mont Blanc, is a personal favourite of mine, while there’s also the Grands Montets, which is where off-piste and extreme skiing were born. With many of the summits on the Mont Blanc range accessible from Chamonix, it’s just a question of how you want to get down – many are not pisted and you are left to your own devices. It’s just the right side of dangerous, without being suicidal!



**2. ABOVE ALL ELSE, CHAMONIX REPRESENTS THE QUINTESSENTIAL FAMILY SKI EXPERIENCE – ONE WHERE MEMORIES OF A LIFETIME ARE MADE.**

The experience of a ski holiday in Chamonix is very special. It transcends age and generations – anyone from a four-year-old to an octogenarian can enjoy it – but it’s best enjoyed all together as one family unit. In today’s world, there are very few experiences that the entire family can enjoy without the interruption of modern life – ones that replenish the red blood cells, fills the lungs with fresh air and most importantly is exhilarating for one and all. After a hard day’s skiing, a log fire in a beautiful chalet awaits, so everyone can rest their weary muscles and tired bones. This time together is just as important as that on the mountains. It’s where you relive the fantastic moments you’ve just shared – a world away from school, university or the workplace back home.

**3. Chamonix is considered a safe, affordable option for those wanting to expand their property portfolio with a home in the Alps.**

My key advice for anyone looking to buy in the Alps is to buy into a liquid market. Chamonix is the perfect liquid market enjoyed by a truly global clientèle, and has great chalets that start at €1.5 million and peak at €5 million. In general, for Chamonix, I’d say €2.5 million for a five-bedroom chalet with a view of the Mont Blanc is the most prominent request. A number of factors affect the resort’s liquidity – and thus its popularity – such as its proximity to Geneva airport (an hour away), and the recent pledge of €470 million by the Compagnie du Mont Blanc for a much-needed infrastructure upgrade. Chamonix is in the process of updating its aged ski lift system to a much faster and high-density output – enough to rival the best Three Valleys has to offer. The massive investment promised, coupled with relative affordability, will ensure Chamonix’s property scene will remain an attractive option for those looking to buy into a liquid Alpine market.



**4. THE VARIETY OF ACTIVITY IN THE SUMMER MONTHS IS UNPARALLELED.**

Chamonix offers a whole range of things to do in the summer months when the valley’s meadow flowers blossom and the sun is shining. From hiking or trail-running holidays that give you the option of tackling a circuit around Mont Blanc, to bouldering down on the valley floor, to a sojourn in a high-altitude mountain refuge, with nothing but the marmots and ibex for company. There is a whole manner of activities to suit all levels of age, ability and energies. It’s also a resort with a large permanent population, so if you visit in the shoulder season, you will have everything available to you – go to any other resort in the Alps at this time and you’d be lucky if you could buy a croissant! Further proof of Chamonix’s year-around appeal is that more people visit in the summer months than they do the winter ski season. This can provide additional rental incomes to better fund your own Alpine experience throughout the year.







# The London connection

From sporting estates to city villas, castles to farmhouses, our National Country Department brings to market exceptional homes in the UK, Ireland and Channel Islands. The largest national department of its kind, our 30-strong London-based team has more than 300 years’ combined experience and handles more country property sales than any other agent in the UK

*A dedicated team, in London and locally*

When you engage our team, we work closely with your local Knight Frank office to pool resources and experience to market your property. This gives you improved coverage and a comprehensive service from a team with a proven track record to match buyers to their ideal home and county.

You can also tap into the expertise of specialists within our department, such as those who focus on properties valued at more than £8 million, or our Farms and Estates and Equestrian team.

*Going further to find the right buyer*

We connect with and draw on the full Knight Frank network globally, to find suitable, ready-to-proceed buyers. Along with our country offices, we work closely with 30 London sales offices and those in Russia, India and the Far East. Our website is translated into 18 languages, and we utilise our high-profile social media presence and content marketing efforts – all to maximise your property’s visibility.

*Off market sales*

Around a third of our properties are sold off market – in other words, privately and without ever being advertised. This approach is popular with sellers wanting a discreet transaction and allows buyers to access sought-after properties not typically available on the open market.

Our team will happily make this option available, should you feel it’s the right course, and will make every effort to market it to our discerning network of buyers from around the world.

*Connecting you to other services*

We also offer sellers and buyers access to a full range of property-related services provided by Knight Frank and our partners. They include our independent buying consultancy, The Buying Solution, our Building Consultancy, Rural Consultancy, Knight Frank Finance and insurance partners RK Harrison, among others.

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# NORTH SURREY

From Wentworth to Esher, the North Surrey area offers the finest in country living for those looking for high-end lifestyle options and a commutable distance to the city centre

## REGIONAL INSIGHT

Data provided by Oliver Knight, Associate, Residential Research



**Stuart Cole**  
HEAD OF NORTH SURREY SALES

Situated on the edge of London, the North Surrey area is an attractive place to live for UK and international buyers alike. It comprises the towns of Cobham, Esher and Weybridge in Surrey's desirable Elmbridge district, as well as Ascot and Virginia Water slightly further north, and the ultra-exclusive St George's Hill Estate and Wentworth Estate. Many of the buyers who come to this patch are drawn to the same points of attraction: green space, easy access to London via road and rail network, and a wealth of high-end places to shop, dine and play, as well as a plethora of amazing schooling options for families of all ages and sizes. Heathrow, Gatwick and Farnborough airports are within driving distance of London's first really green suburb – a real bonus for international buyers.

10.2%

INCREASE IN APPLICANTS

The number of applicants for property above £2 million in North Surrey has risen by 10.2%.



274

SCHOOLS / NURSERIES RATED OFSTED OUTSTANDING



Fine Dining

NORTH SURREY HAS 15 MICHELIN STAR/ BIB GOURMAND RESTAURANTS

32%

The percentage of buyers in North Surrey who work in the financial sector (£2m+ sales)



20 s  
6 %

30 s  
9 %

40 s  
57 %

50 s  
23 %

60 s  
4 %

70 s  
2 %

Average age of buyers in North Surrey in 2019 (£2m+ sales)

3.4%

There has been a 3.4% increase in the number of people viewing properties in the North Surrey area, between 2018 and 2019.

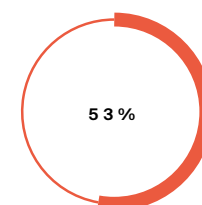


“The North Surrey area presents a fantastic opportunity for local and international buyers. Beautiful property, fantastic transport links and lifestyle options all contribute towards the enduring popularity of this London suburb.”

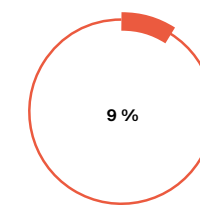
STUART COLE, PARTNER, COUNTRY DEPARTMENT

THE AVERAGE SIZE OF A PROPERTY SOLD BY KNIGHT FRANK IN NORTH SURREY VALUED BETWEEN £2 MILLION AND £7 MILLION IS 6,391 SQUARE FOOT (2019)

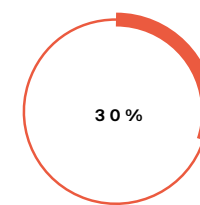
SOUTH EAST



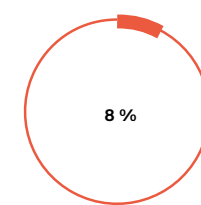
INTERNATIONAL



LONDON



REST OF UK



Where did buyers in North Surrey come from? (£2m+ sales, 2019)

4.3 Million

Is the average price of a property sold by Knight Frank above £2 million in the area, in 2019.





BROOKWOOD HOUSE  
Oxshott, Surrey

Brookwood House is set in a 0.6 acre plot within the exclusive private Crown Estate, Oxshott. With many bespoke features, an indoor swimming pool and leisure complex, the property is finished to the highest specification and set in beautiful landscaped south-west facing gardens.

7 bedrooms | 6 bathrooms | 7 reception rooms  
Secondary accommodation | Swimming pool | Garaging | EPC: B

odg@davey@knightfrank.com  
020 3811 2004  
charles.davenport@knightfrank.com  
01932 800280

Guide price £6,950,000  
Property Number CBM160025



HAREFIELD  
Taplow, Berkshire

This beautiful Edwardian home provides spectacular views of the River Thames with 180 ft of private river frontage. Complete with self-contained annexe, paddocks and stabling, this is one of the ultimate riverside residences.

7 bedrooms | 6 bathrooms | 5 reception rooms  
Swimming pool | Gym | Stabling | Approximately 2.97 acres | EPC: D

odg@davey@knightfrank.com  
020 3944 4844  
edward.shaw@knightfrank.com  
01344 987561

Guide price available upon request  
Property Number ASC170257





GOLDEN OAKS  
Oxshott, Surrey

Golden Oaks is an elegant and substantial residence built by Royalton, located on the exclusive Crown Estate. The property is set in just over 0.8 acres of land and has beautifully maintained and well thought out gardens.

6 bedrooms | 6 bathrooms | 4 reception rooms  
Approximately 0.82 acres | EPC: B

odge.davey@knightfrank.com  
020 3797 8226  
nathaniel.bracegirdle@knightfrank.com  
01932 800294

Guide price £5,500,000  
Property Number CHO160335

HAVERSTOCK HOUSE  
Wentworth, Surrey

A substantial and beautifully presented family house in stunning gardens. Superbly situated within the Wentworth Estate, Haverstock House is equidistant between Wentworth Golf Club and the picturesque shopping parades of Virginia Water.

6 bedrooms | 6 bathrooms | 5 reception rooms  
Secondary accommodation | Garaging | Swimming pool | Approximately 1.1 acres | EPC: C

odge.davey@knightfrank.com  
020 3925 9474  
tom.shuttleworth@knightfrank.com  
01344 987968

Guide price £5,500,000  
Property Number VIR130103



LITTLE ABBOTTS  
Esher, Surrey

Situated on The Mount, one of Esher's premier residential roads, Little Abbotts offers extensive family living to a high standard.

6 bedrooms  
6 bathrooms  
5 reception rooms  
Secondary accommodation  
Approximately 0.81 acres  
EPC: B

odg@davey@knightfrank.com  
020 3797 6795  
matthew.scott@knightfrank.com  
01372 889329

Guide price available upon request  
Property Number ESH180031



BARONS Chobham, Surrey  
8 bedrooms | 5 bathrooms | 6 reception rooms  
Guide price £5,500,000



PARK HOUSE Wentworth, Surrey  
5 bedrooms | 6 bathrooms | 5 reception rooms  
Guide price £4,950,000



MONTROSE HOUSE Oxshott, Surrey  
7 bedrooms | 8 bathrooms | 7 reception rooms  
Guide price £6,750,000



KNIGHTS HALL Windsor, Berkshire  
7 bedrooms | 7 bathrooms | 3 reception rooms  
Guide price £2,995,000



PORTLAND HOUSE  
Ascot, Berkshire

Croft Homes has constructed a magnificent home built to the highest specification in the classical architectural style. Located in secluded gardens, the house is on a quiet and private road.

6 bedrooms  
5 bathrooms  
5 reception rooms  
Approximately 0.62 acres  
EPC: B

stuart.cole@knightfrank.com  
020 3925 9306  
tom.shuttleworth@knightfrank.com  
01344 985981

Guide price £3,995,000  
Property Number CHO190011



QUEEN ANNE HOUSE Cobham, Surrey  
6 bedrooms | 6 bathrooms | 7 reception rooms  
Guide price £5,495,000



CHEDWORTH St George's Hill, Surrey  
6 bedrooms | 7 bathrooms | 5 reception rooms  
Guide price £5,500,000

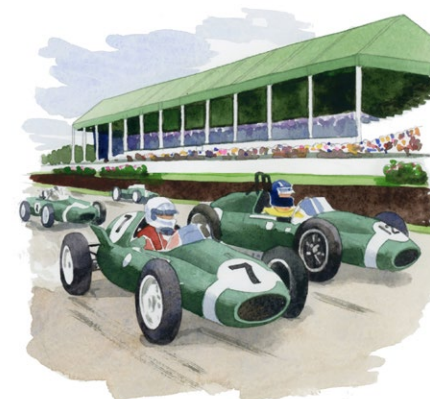


# SOUTH EAST

Striking the perfect balance for those looking for commutable country living, the South East region is a popular destination for buyers locally and internationally

## REGIONAL INSIGHT

Data provided by Oliver Knight, Associate, Residential Research



Oliver Rodbourne  
HEAD OF SOUTH EAST SALES

The South East region of the UK has always been a sought-after location for buyers looking for the perfect country home. Apart from the historic array of property styles it boasts in its pretty villages and traditional market towns, it's one of the few regions in the country where access to London and the seaside is accessible within an hour from any point. Also, it's not just the ability to buy into the archetypal English country dream that attract most buyers to the South East; consistently warmer weather than most other parts of the UK, its proximity to the second-largest airport in the country in Gatwick, and the Eurotunnel in Kent that grants quick access to mainland Europe, all figure. This has made the South East region a long-preferred choice for families, investors and overseas buyers.

2.3%

GROWTH OVER  
5 YEARS

The average price of property in the South East has grown 2.3% in five years.



323

SCHOOLS / NURSERIES RATED  
OFSTED OUTSTANDING



### Fine Dining

THE SOUTH EAST AREA  
HAS SEVEN MICHELIN  
STAR/BIB GOURMAND  
RESTAURANTS

38%

The percentage of buyers  
in the South East who work  
in the financial sector (£2m+)



20 s  
0 %

30 s  
11 %

40 s  
53 %

50 s  
26 %

60 s  
8 %

70 s  
3 %

Average age of buyers in the South East in 2019 (£2m+ sales)

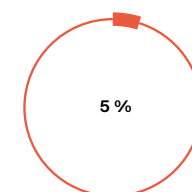


“With quick and easy access to the nation’s capital, continental Europe and beyond, the region has long been a preferred option for local and overseas buyers. And what’s not to love? You can reach some of the country’s most beautiful coastlines within an hour from any point, as well as live in some of the most historic towns and villages in the UK.”

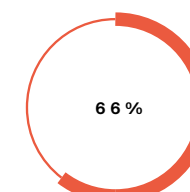
OLIVER RODBOURNE, PARTNER, COUNTRY DEPARTMENT

THE AVERAGE SIZE OF A PROPERTY SOLD BY KNIGHT FRANK IN THE SOUTH EAST REGION THAT IS VALUED BETWEEN £2 MILLION AND £7 MILLION IS 5,228 SQUARE FOOT (2019)

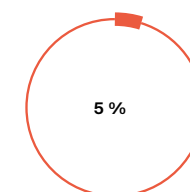
SOUTH WEST



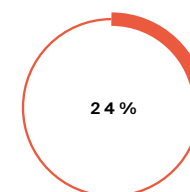
SOUTH EAST



INTERNATIONAL



LONDON



Where did buyers in the South East come from? (£2m+ sales, 2019)

3.27 Million

Is the average price of a property sold by Knight Frank above £2 million in the area, in 2019.





THE MANOR HOUSE  
Sutton Green, Surrey

Located on the popular Sutton Park Estate, The Manor House is a beautiful Grade II listed property with beautiful landscaped gardens. The house is positioned in a tranquil and private setting.

7 bedrooms | 4 bathrooms | 6 reception rooms  
Secondary accommodation | Swimming pool | Tennis court

julia.robotham@knightfrank.com  
020 3797 2336  
nigel.mitchell@knightfrank.com  
01483 342005

Guide price available upon request  
Property Number GLD130003



MAYBANKS MANOR  
Rudgwick, West Sussex

Maybanks Manor is an outstanding country residence set in a prime position of the West Sussex countryside and with far-reaching views towards the Surrey Hills. The Maybanks Estate is available as a whole or in four separate lots and can be acquired with up to 273 acres of land.

12 bedrooms | 5 bathrooms | 4 reception rooms | Outbuildings | Tennis court

oliver.rodbourne@knightfrank.com  
020 3944 0968  
james.grillo@knightfrank.com  
01483 342031

Guide price £3,950,000  
Property Number CHO070553





LITTLE THAKEHAM  
Thakeham, West Sussex

Little Thakeham is a Grade I listed masterpiece built by the eminent British architect Sir Edwin Lutyens. The house stands handsomely within attractive formal gardens and grounds, providing far-reaching rural views over undulating countryside.

9 bedrooms | 5 bathrooms | 8 reception rooms  
Secondary accommodation | Swimming pool | Approximately 14.09 acres

oliver.rodbourne@knightfrank.com  
020 3797 0450

Guide price £5,500,000  
Property Number CHO110281

BAYLEYS HILL  
Sevenoaks, Kent

An extremely impressive country house of over 10,000 sq ft with the benefit of magnificent far-reaching southerly views. Situated in a secluded yet very convenient position very close to Sevenoaks.

6 bedrooms | 6 bathrooms | 7 reception rooms  
Tennis court | Approximately 3.15 acres

edward.rook@knightfrank.com  
020 3627 2543  
george.berry@knightfrank.com  
01732 809544

Guide price available upon request  
Property Number SEV130091





LANGTON HOUSE  
Tunbridge Wells, Kent

A striking Grade II listed Regency house of over 8,000 sq ft, two miles west of Tunbridge Wells.

- 8 bedrooms
- 5 bathrooms
- 7 reception rooms
- Tennis court
- Approximately 12.55 acres

edward.rook@knightfrank.com  
020 3925 9107  
ross.davies@knightfrank.com  
01892 884860

Guide price £3,950,000  
Property Number TNW070004



STABLE COURT  
Cowfold, West Sussex

A remarkable property combining period charm with modern additions. Originally a 17th century barn with various outbuildings, the current owners have recently carried out a complete renovation.

- 6 bedrooms | 5 bathrooms | 6 reception rooms
- Secondary accommodation | Stabling | Approximately 15.5 acres

oliver.rodbourne@knightfrank.com  
020 3797 4920

Guide price £3,500,000  
Property Number HOR130185



SUMMERS PLACE  
Petersfield, West Sussex

Summers Place is built to exacting modern standards with top quality specifications. It is privately and quietly situated in 9.8 acres of beautifully maintained gardens.

- 5 bedrooms
- 5 bathrooms
- 4 reception rooms
- Secondary accommodation
- EPC: C

oliver.rodbourne@knightfrank.com  
020 3918 6441  
russell.grieve@knightfrank.com  
01428 788602

Offers in excess of £4,900,000  
Property Number CHO190115



S O L D



**FINDON PLACE** West Sussex  
11 bedrooms | 7 bathrooms | 7 reception rooms  
*Guide price £5,500,000*



**TREYFORD MANOR** West Sussex  
5 bedrooms | 4 bathrooms | 4 reception rooms  
*Guide price £3,750,000*



**THE QUELL** Surrey  
5 bedrooms | 5 bathrooms | 4 reception rooms  
*Guide price £3,250,000*



**CRABBETT WOOD** Surrey  
6 bedrooms | 5 reception rooms | 3 bathrooms  
*Guide price £2,500,000*



**TUGLEY FARM** Surrey  
6 bedrooms | 4 bathrooms | 4 reception rooms  
*Guide price £4,000,000*

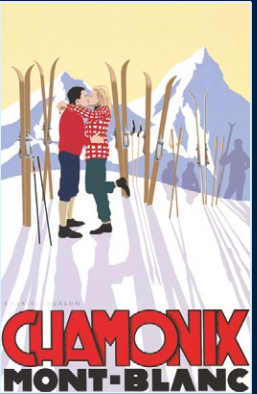
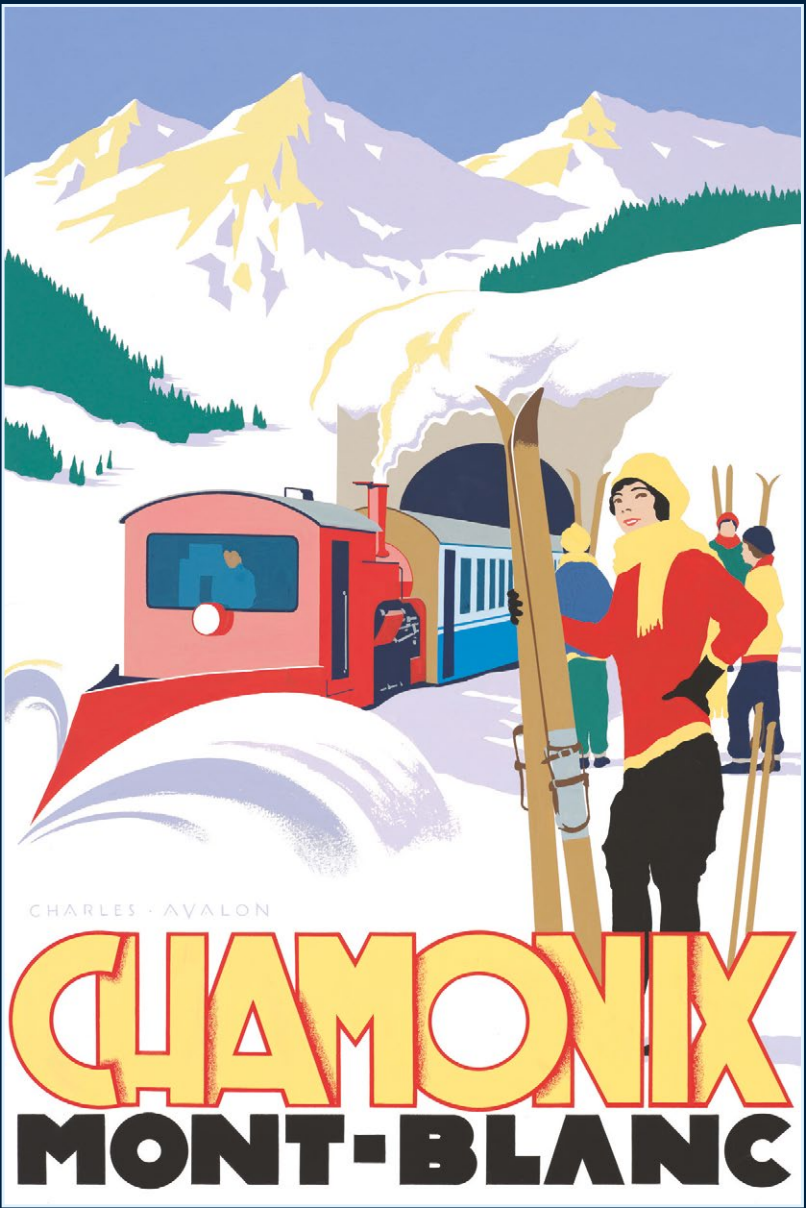
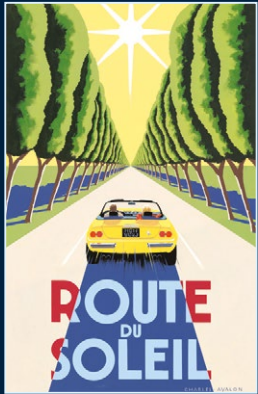


**COURT LODGE** Kent  
34 bedrooms | 18 bathrooms | 21 reception rooms  
*Guide price £3,600,000*



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**E: info@pullmaneditions.com**



Our central London gallery

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# SOUTH WEST

The South West region offers buyers perhaps the best rural lifestyle options with the most up-to-date amenities in the UK – all for great value for money

## REGIONAL INSIGHT

Data provided by Oliver Knight, Associate, Residential Research



Edward Cunningham  
HEAD OF SOUTH WEST SALES

Despite the state of the economy, the uncertainty caused by Brexit and a fragile political situation continuing to loom over the property market, 2019 has been a highly successful year for the South West region, with only 2009 having more sales transacting in the last decade. This is driven by strong but limited demand for prime property and a continued shortage of such quality family homes on the market. The availability of well-regarded schooling from Hampshire/West Berkshire in the East, and Dorset, Somerset, Devon and Cornwall in the South West are an important factor in its popularity, as is access to the coast. City markets such as Bristol and Bath have also continued to thrive and are benefitting from the electrification of mainline rail routes to London. Above all, the region is perceived to offer great value for money.



The average price of property in the South West area has grown 8.3% in five years.

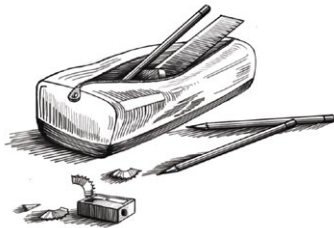


### Fine Dining

THE SOUTH WEST AREA  
HAS 33 MICHELIN  
STAR/BIB GOURMAND  
RESTAURANTS

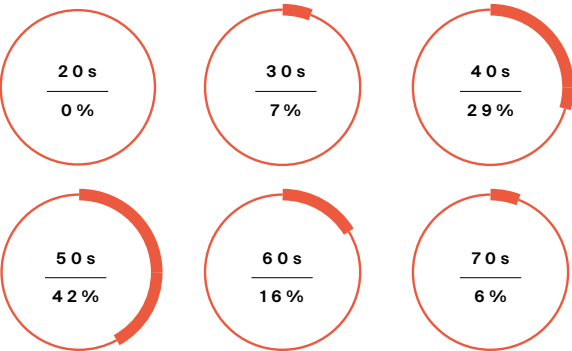
33%

The percentage of buyers in the South West who work in the financial sector (£2m+)



311

SCHOOLS / NURSERIES RATED  
OFSTED OUTSTANDING



Average age of buyers in the South West in 2019 (£2m+)

7%

There has been a 7% increase in the number of people viewing properties in the South West area, between 2018 and 2019.



“The South West region offers prospective buyers a more rural lifestyle. It has prospered in recent years and now provides a wide range of amenities including boutique and high-end retail, dining and cultural experiences.”

EDWARD CUNNINGHAM, PARTNER, COUNTRY DEPT

THE AVERAGE SIZE OF A PROPERTY SOLD BY KNIGHT FRANK IN THE SOUTH WEST REGION VALUED BETWEEN £2 MILLION AND £7 MILLION IS 6,251 SQUARE FOOT (2019)



Where did buyers in the South West come from? (£2m+ sales, 2019)

3.1 Million

The average price of a property sold by Knight Frank above £2 million in 2019.





STEDCOMBE HOUSE  
Axmouth, Devon

An outstanding Grade I listed William and Mary house in an elevated position near the Devon/Dorset border. This is an exceptionally fine and complete example of this type of compact late 17th century country house.

8 bedrooms | 5 bathrooms | 5 reception rooms  
3 bedroom lodge | Stable block | 3 walled gardens | Pasture & woodland of about 20 acres

hamish.humfrey@knightfrank.com  
020 3504 9052  
edward.clarkson@knightfrank.com  
01392 240834

Guide price £4,500,000  
Property Number EXE190090

NEWTON HOUSE  
Newton Surmaville, Somerset

Beautifully appointed and standing in majestic parkland grounds with stunning formal gardens, Newton House is an immaculate Grade I listed Jacobean manor house.

9 bedrooms  
8 bathrooms  
5 reception rooms  
Converted coach house & stables  
Gardener's cottage  
Garden & grounds of about 62.04 acres

james.mckillop@knightfrank.com  
020 3553 8350  
luke.pender-cudlip@knightfrank.com  
01935 808356

Guide price £5,950,000  
Property Number SHE080182



PIERCEHAY  
Wrington, North Somerset

Piercehay is a fine family home in an elevated position overlooking the Wrington Vale. The property is immaculate, private and stands in beautiful landscaped gardens and grounds.

6 bedrooms  
4 bathrooms  
3 reception rooms  
Swimming pool & tennis court  
Garden & grounds of about 3 acres  
EPC: F

james.mckillop@knightfrank.com  
020 3797 4001  
james.toogood@knightfrank.com  
01174 054943

Guide price £2,200,000  
Property Number BRS100015





PARNHAM HOUSE  
Beaminster, Dorset

This exceptional Grade I listed country house suffered fire damage in 2017 and now presents an opportunity to holistically restore and rebuild.

- Main house approximately 38,000 sq ft
- 3 bedroom Dower House
- 2 bedroom cottage
- Stabling & deer park
- Tennis court & swimming pool
- Garden & parkland grounds of about 131 acres

james.mckillop@knightfrank.com  
020 3811 1974  
luke.pender-cudlip@knightfrank.com  
01935 808306

Guide price available on request  
Property Number CHO180225



BELVEDERE  
Lympstone, Devon

Belvedere is Grade II listed and sits in a majestic position on the Exe Estuary with far-reaching views over the river from a private elevated position.

- 8 bedrooms
- 5 bathrooms
- 3 reception rooms
- Swimming pool & spa
- Separate lodge & outbuildings
- Gardens & grounds of about 13 acres

hamish.humfrey@knightfrank.com  
020 3432 3977  
mark.proctor@knightfrank.com  
012392 240837

Offers in excess of £5,000,000  
Property Number EXE190240



TYTHELAND FARM  
Bramdean, Hampshire

Informed by traditional vernacular architecture, Tytheland Farm sympathetically weaves time-honoured craftsmanship into its fabric to create an elegant country home.

- 6 bedrooms
- 6 bathrooms
- 4 reception rooms
- 3 bay garage with 1 bedroom flat above
- Garden & grounds of about 7.6 acres
- EPC: B

edward.cunningham@knightfrank.com  
020 3918 7195  
george.clarendon@knightfrank.com  
01962 656251

Guide price £4,000,000  
Property Number CHO170293



IVY HOUSE  
Corsham, Wiltshire

Ivy House is a charming and historic Grade II\* listed house, set in the heart of Corsham. The house sits in a private position within the town close to Corsham Court and its parkland.

- 9 bedrooms
- 4 bathrooms
- 4 reception rooms
- Double garage
- Garden & grounds in all about 1.09 acres

hamish.humfrey@knightfrank.com  
020 3797 0719  
charlie.taylor@knightfrank.com  
01225 800221

Offers in excess of £2,000,000  
Property Number BTH130320



REEDS FARM  
Weston Corbett, Hampshire

A six bedroom farmhouse with wonderful views, swimming pool and planning permission to covert two barns into independent dwellings.

- 6 bedrooms
- 4 bathrooms
- 4 reception rooms
- Swimming pool
- Mature garden & farmland of about 54.93 acres
- EPC: E

edward.cunningham@knightfrank.com  
020 3797 8786  
mark.potter@knightfrank.com  
01256 809486

Guide price available upon request  
Property Number BSK150047



MANNINGFORD BRUCE HOUSE  
Pewsey, Wiltshire

A charming and well presented Grade II listed village house, set in the heart of the Pewsey Vale, characterised by rolling countryside and parkland.

- 6-7 bedrooms
- 4 bathrooms
- 4 reception rooms
- 2 bedroom coach house
- Pavilion
- Garden & grounds of about 5.58 acres

edward.cunningham@knightfrank.com  
020 3925 9253  
nick.loweth@knightfrank.com  
01488 758421

Guide price £2,500,000  
Property Number HNG130027



COTT STREET FARM  
Swanmore, Hampshire

A handsome farmhouse with attractive landscaped gardens surrounded by farmland and set in the South Downs National Park.

- 4 bedrooms
- 2 bathrooms
- 4 reception rooms
- Stunning period barn
- Garden & paddocks of about 5.58 acres
- EPC: E

edward.cunningham@knightfrank.com  
020 3883 5164  
george.clarendon@knightfrank.com  
01962 656159

Guide price £2,000,000  
Property Number WIN190156



HOLTWOOD CORNER  
Hamstead Marshall, Berkshire

A well appointed neo-classical family house with beautiful far-reaching views towards the much admired Combe Gibbet.

- 6 bedrooms
- 6 bathrooms
- 4 reception rooms
- Indoor swimming pool
- Garden, grounds & woodland of about 17.81 acres
- EPC: C

edward.cunningham@knightfrank.com  
020 3925 9536  
mark.potter@knightfrank.com  
01256 809380

Guide price £3,750,000  
Property Number HNG190083



S O L D



ASHWICK COURT Somerset  
5 bedrooms | 3 bathrooms | 6 reception rooms  
*Guide price £3,500,000*



PENQUITE MANOR Cornwall  
7 bedrooms | 7 bathrooms | 5 reception rooms  
*Guide price £2,750,000*



POVEYS FARM Hampshire  
6 bedrooms | 3 bathrooms | 5 reception rooms  
*Guide price £2,950,000*



STITCHCOMBE HOUSE Wiltshire  
6 bedrooms | 6 bathrooms | 4 reception rooms  
*Guide price £3,650,000*



MALABAR HOUSE Dorset  
6 bedrooms | 5 bathrooms | 4 reception rooms  
*Guide price £2,525,000*



BECKSTEDDLE HOUSE Hampshire  
6 bedrooms | 5 bathrooms | 3 reception rooms  
*Guide price £3,750,000*

S O L D



HARPTREE COURT North Somerset  
9 bedrooms | 7 bathrooms | 6 reception rooms  
*Guide price £4,000,000*



THE MANOR Hampshire  
8 bedrooms | 6 bathrooms | 6 reception rooms  
*Guide price £3,500,000*



FURLONG HOUSE Devon  
9 bedrooms | 4 bathrooms | 5 reception rooms  
*Guide price £3,000,000*



CHIEVELEY HOUSE Berkshire  
6 bedrooms | 4 bathrooms | 3 reception rooms  
*Guide price £3,200,000*



TAYLORS MEAD Hampshire  
5 bedrooms | 3 bathrooms | 4 reception rooms  
*Guide price £2,850,000*



GRANBY HOUSE Wiltshire  
6 bedrooms | 6 bathrooms | 4 reception rooms  
*Guide price £2,950,000*



# CENTRAL ENGLAND

Quintessential market towns and a feast of cultural delights have made the central region of England popular among families and those looking to commute to London

## REGIONAL INSIGHT

Data provided by Oliver Knight, Associate, Residential Research



### Peter Edwards

HEAD OF CENTRAL SALES

Geography, architecture, schooling, places to eat and drink, and quick and easy access to London are all key reasons why people choose to buy in the Cotswolds and Chilterns. With excellent main arterial road and rail links from London, commutable in approximately 90 minutes, both are ideal for second-home buyers, half-commuters as well as full-time homeowners. The Cotswolds' picturesque market towns and achingly pretty chocolate-box villages have the privilege of being positioned within the Cotswolds Area of Natural Beauty (AONB) and are well-known for their cultural offerings. Similarly, the Chilterns offer great access to London while the schooling in the area (both private, state and Grammar) is outstanding. Regional towns of Henley-on-Thames, Beaconsfield, Berkhamsted and Bishop's Stortford all offer high-class amenities, famous restaurants and, the world-famous Royal Regatta in Henley-on-Thames.

3.4%

GROWTH OVER  
5 YEARS

The average price of a property in the Central region has grown 3.4% in five years.



### Fine Dining

THE CENTRAL REGION  
HAS 17 MICHELIN STAR/  
BIB GOURMAND  
RESTAURANTS

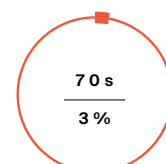
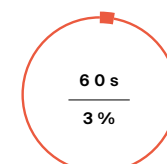
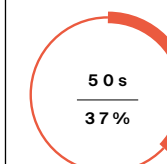
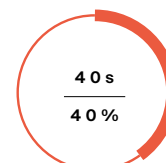
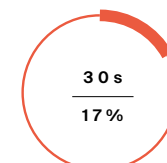
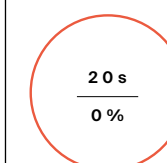
16%

16% of buyers in the central region work in sports or entertainment (£2m+)



278

SCHOOLS / NURSERIES RATED  
OFSTED OUTSTANDING



Average age of buyers in the Central Region in 2019 (£2m+)

11%

There has been an 11% increase in the number of people viewing properties in the Central area of England between 2018 and 2019.

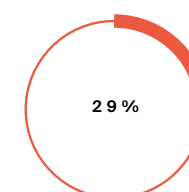


"The Chilterns and Cotswolds both offer excellent access to London within an hour to 90 minutes. Schooling in the area is outstanding and attracts many families looking to move from the city, but who still need to commute for work."

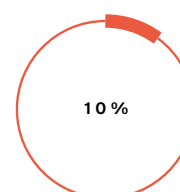
PETER EDWARDS, PARTNER, COUNTRY DEPT

THE AVERAGE SIZE OF A PROPERTY SOLD BY KNIGHT FRANK IN THE CENTRAL REGION VALUED BETWEEN £2 MILLION AND £7 MILLION IS 5,014 SQUARE FOOT (2019)

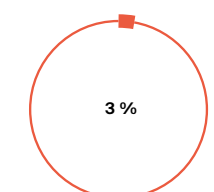
SOUTH WEST



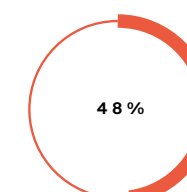
SOUTH EAST



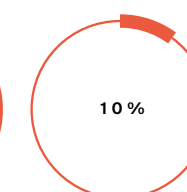
INTERNATIONAL



LONDON



REST OF UK



Where did buyers in the Central area come from? (£2m+ sales, 2019)

3.4 Million

The average price of a property sold by Knight Frank above £2 million, in 2019.





HILLHAMPTON HOUSE  
Worcestershire

One of Worcestershire's finest country houses. Sitting at the head of a long drive in stunning gardens and grounds, this handsome Grade II\* listed country house has been recently refurbished throughout.

7 bedrooms | 6 bathrooms | 4 reception rooms  
Swimming pool | Tennis court | Parkland | Arable land | Coach house | Lodge | Approximately 33 acres

peter.edwards@knightfrank.com  
020 3733 3880

Guide price £3,850,000  
Property Number CHO110212

HIGH TREES  
Buckinghamshire

A beautiful country house set in 20 acres in Chalfont St Peter. The property is situated in a sought-after part of south Buckinghamshire within 20 miles of Central London, yet it has substantial private grounds and is surrounded by open countryside.

9 bedrooms | 5 bathrooms | 5 reception rooms  
Guest annexe | Cinema room | Tennis court | Swimming pool | EPC: D

edward.welton@knightfrank.com  
020 3504 7637  
william.furniss@knightfrank.com  
01494 857090

Guide price £4,250,000  
Property Number BCN130023





COPCOURT HOUSE  
Oxfordshire

A beautiful, Grade II listed Queen Anne house in a countryside setting. Copcourt House is set in stunning gardens and grounds with far-reaching countryside views. It is also ideally placed for transport links and local amenities, within 40 miles of Central London.

6 bedrooms | 4 bathrooms | 5 reception rooms  
Ancillary buildings | Formal gardens | 3 ponds | Tennis court | Fields | Paddock | Approximately 6.79 acres

edward.welton@knightfrank.com  
020 3733 7704  
damian.gray@knightfrank.com  
01865 989040

Guide price £3,250,000  
Property Number OXF060851

LITTLE MANOR  
Tackley, Oxfordshire

This beautifully presented Grade II listed manor house is set in manicured grounds only nine miles from Oxford city centre. Little Manor is undoubtedly one of the finest edge-of-village family houses in the county, with over 10,000 sq ft of space, a converted barn, tennis court and stabling.

7 bedrooms | 4 bathrooms | 4 reception rooms  
Tennis court | Swimming pool | Paddocks & stabling | Coach house with flat | Approximately 9 acres

rupert.sweeting@knightfrank.com  
020 3797 0813  
damian.gray@knightfrank.com  
01865 989397

Guide price available upon request  
Property Number CHO190109





CONINGSBY HOUSE  
Buckinghamshire

An outstanding residence, refurbished and extended. Situated in the heart of Beaconsfield, on one of the most sought-after roads in south Buckinghamshire. Approximately 0.7 acres.

- 7 bedrooms
- 7 bathrooms
- 8 reception rooms
- Landscaped gardens
- Swimming pool & spa complex
- EPC: B

edward.welton@knightfrank.com  
020 3925 9989  
oliver.beales@knightfrank.com  
01494 854209

Guide price £6,500,000  
Property Number CHO090101



BROAD MARSTON PRIORY  
Warwickshire

A fine Grade II listed country house situated in a secluded position on the edge of the hamlet of Broad Marston. Situated in rolling countryside on the Worcestershire/ Warwickshire/ Gloucestershire borders, this well presented country house sits in lovely mature grounds.

- 8 bedrooms | 4 bathrooms | 4 reception rooms
- Cottage | Traditional outbuildings | Gardens & grounds | Paddocks | Approximately 6 acres

peter.edwards@knightfrank.com  
020 3582 6733  
james.way@knightfrank.com  
01789 868396

Guide price £3,200,000  
Property Number STR190238



QUENDON COURT  
Essex

A fine Grade II\* listed Georgian house set in beautiful grounds. There is an indoor swimming pool, tennis court and former coach house with garaging as well as a flat above.

- 7 bedrooms
- 6 bathrooms
- 5 reception rooms
- Formal gardens
- Parkland
- In all about 10.44 acres

edward.welton@knightfrank.com  
020 3504 8089  
paddy.pritchard-gordon@knightfrank.com  
01279 881856

Guide price £3,950,000  
Property Number BST170005



HOLE FARM  
Warwickshire

Beautiful country home with land and well-established equestrian facilities. This wonderful Grade II listed farm has been lovingly transformed by the current owners.

- 5 bedrooms
- 5 bathrooms
- 5 reception rooms
- 12 stables
- Manège
- Approximately 56 acres

peter.edwards@knightfrank.com  
020 3797 8853  
william.ward-jones@knightfrank.com  
01789 869309

Guide price £3,750,000  
Property Number STR190122



LODE HOUSE  
Gloucestershire

An unparalleled new Cotswold house beautifully positioned on the edge of the popular village of Evenlode. It has been designed with exceptional attention to detail and provides distant rural views.

- 5 bedrooms
- 4 bathrooms
- 3 reception rooms
- Gym & wine cellar
- Landscaped gardens
- Approximately 1.2 acres

peter.edwards@knightfrank.com  
020 3131 2416  
rupert.wakley@knightfrank.com  
01451 885299

Guide price £3,500,000  
Property Number CHO190128



BINTON CHASE  
Warwickshire

An immaculately presented Warwickshire family home with far-reaching views. The house has impressive proportions with landscaped gardens and grounds.

- 5 bedrooms
- 5 bathrooms
- 4 reception rooms
- Coach house with flat, office & garaging
- Approximately 1.5 acres
- EPC: C

peter.edwards@knightfrank.com  
020 3504 7756  
james.way@knightfrank.com  
01789 869298

Guide price £3,250,000  
Property Number STR170064



BRANDON HOUSE  
Oxfordshire

An impressive Grade II listed house set in the heart of the village within striking distance of Soho Farmhouse. It includes a separate two bedroom cottage, outbuildings and a paddock.

- 7 bedrooms
- 4 bathrooms
- 4 receptions
- Gymnasium with sauna & wet room
- Swimming pool
- Approximately 1.14 acres

peter.edwards@knightfrank.com  
020 3797 8449  
harry.sheppard@knightfrank.com  
01865 989480

Guide price £3,500,000  
Property Number OXF170210



HUNTER'S CHASE  
Oxfordshire

A superbly presented Arts and Crafts house on Boars Hill. The house sits in 3.6 acres of gardens in a wonderfully secluded position and is well placed for Oxford.

- 6 bedrooms
- 5 bathrooms
- 4 reception rooms
- Stable/garage & garden stores
- Wonderful gardens and grounds with pond
- EPC: C

edward.welton@knightfrank.com  
020 3925 9004  
william.kirkland@knightfrank.com  
01865 989384

Guide price £2,950,000  
Property Number OXF130016



CHEQUERS MANOR  
Buckinghamshire

A truly outstanding property with rolling rural views. It is located on the edge of the highly desirable Hambleden Valley. In all about 67 acres.

- 4 bedrooms
- 4 bathrooms
- 4 reception rooms
- Ancillary accommodation
- Stables & outbuildings
- EPC: F

edward.welton@knightfrank.com  
020 3811 2229  
nick.warner@knightfrank.com  
01491 815258

Guide price £4,500,000  
Property Number HOT100198



THE OLD RECTORY  
Buckinghamshire

A stunning Victorian former rectory in Cuddington. Refurbished to an exceptional standard set in 4.86 acres of gardens and land at the edge of this highly sought-after village.

- 5 bedrooms
- 5 bathrooms
- 5 reception rooms
- Separate self contained annexe
- Tennis court & paddock
- EPC: E

edward.welton@knightfrank.com  
020 3582 8568  
damian.gray@knightfrank.com  
01865 989382

Guide price £2,650,000  
Property Number OXF180551



THE KITES  
Buckinghamshire

A recently refurbished and extended family home in a peaceful position in the Chiltern Hills Area of Outstanding Natural Beauty. Approximately 3.35 acres.

- 5 bedrooms
- 3 bathrooms
- 4 reception rooms
- Formal & lawned gardens & paddock
- Outdoor swimming pool
- EPC: C

edward.welton@knightfrank.com  
020 3918 7647  
nick.warner@knightfrank.com  
01491 815292

Guide price £2,995,000  
Property Number HOT150073



HAYMES  
Gloucestershire

A beautiful and well-proportioned Grade II listed Georgian family home with far-reaching views.  
Land and gardens of about 42.67 acres.

- 6 bedrooms
- 5 bathrooms
- 6 reception rooms
- Gymnasium
- Garaging
- Outbuildings

peter.edwards@knightfrank.com  
020 3797 8956  
nick.chivers@knightfrank.com  
01242 802848

Guide price £4,850,000  
Property Number CHE170150



HORSLEY COURT  
Gloucestershire

An historic Grade II listed edge-of-village home which was formerly a courthouse. It sits in a commanding position and includes a coach house, swimming pool and hard tennis court.

- 7 bedrooms
- 4 bathrooms
- 4 reception rooms
- Orchard
- Extensive grazing
- Approximately 24.2 acres

peter.edwards@knightfrank.com  
020 3504 9092

Guide price £4,500,000  
Property Number CIR120209

S O L D



OLIVE HILL FARM Gloucestershire  
6 bedrooms | 5 bathrooms | 4 reception rooms  
Guide price £3,250,000



BLANCHE HOUSE Gloucestershire  
6 bedrooms | 3 bathrooms | 4 reception rooms  
Guide price £3,500,000



ASHCROFT HOUSE Gloucestershire  
8 bedrooms | 4 bathrooms | 4 reception rooms  
Guide price £3,500,000



MAWLEY HOUSE Gloucestershire  
6 bedrooms | 3 bathrooms | 3 reception rooms  
Guide price £2,600,000



TURWESTON HOUSE Northamptonshire  
6 bedrooms | 5 bathrooms | 7 reception rooms  
Guide price £4,250,000



BARNSELEY HILL FARM Gloucestershire  
5 bedrooms | 5 bathrooms | 3 reception rooms  
Guide price £3,750,000



S O L D



HIGH LEAS Oxfordshire  
5 bedrooms | 5 bathrooms | 4 reception rooms  
*Guide price £4,500,000*



SWIFTS HOUSE Oxfordshire  
8 bedrooms | 7 bathrooms | 3 reception rooms  
*Guide price £2,500,000*



RIVERSIDE Buckinghamshire  
6 bedrooms | 4 reception rooms | 6 bathrooms  
*Guide price £4,250,000*



THE OLD RECTORY Essex  
6 bedrooms | 4 bathrooms | 4 reception rooms  
*Guide price £2,695,000*



GAYTONS Hertfordshire  
7 bedrooms | 5 bathrooms | 3 reception rooms  
*Guide price £2,500,000*



THE OLD VICARAGE Hertfordshire  
5 bedrooms | 3 bathrooms | 6 reception rooms  
*Guide price £2,950,000*



# Making the most of your property wealth

If you own property and are over the age of 55, chances are you have built up equity in your home over time. You may also be thinking about your future or preparing for your retirement. These two things go hand-in-hand when it comes to financial planning, as *David Forsdyke* of Knight Frank Finance explains

Homeowners over the age of 55 often have quite distinct financial considerations, compared to other generations. Whether it is preparing for retirement, helping children or grandchildren onto the property ladder, or Inheritance Tax planning, these specific needs require specific financial solutions.

A number of products have come onto the market in recent years, which allow homeowners over 55 to access wealth built up in their residential property, to achieve their aspirations, including lifetime mortgages, retirement interest-only mortgages, short-term finance and buy-to-let solutions. But how do these solutions help in practice? To demonstrate, I've answered some of the questions I regularly receive from clients.

***Can my property top up my income in retirement?***

If you want to stay living in your home, but also want to access the wealth you've built up in the property, you can take out a lifetime mortgage with something called a draw-down facility. This is pre-

agreed and allows you to withdraw (or 'draw down') small amounts from your property equity when you need it. This can be on a regular or ad-hoc basis, giving you control over how much and how often you need it. Interest isn't charged until money is drawn down.

A second option is to set up an 'Income' Lifetime Mortgage, where you select a fixed amount to be paid each month. The regular payments from the lender are not income; they are borrowing, so don't need to be included as income on your annual tax return. However, these payments don't take account of inflation and can't be extended if you need the additional money for longer.

***Why would the wealthy need a mortgage in retirement?***

Borrowing in retirement is often seen as a last resort. In reality, it can be a shrewd financial decision. Financial advisers are increasingly including property assets alongside other sources of wealth when looking at potential enhancements to their clients' income and tax efficiency. For example, pension funds benefit from certain tax advantages, and can be left to beneficiaries' tax free if the individual is under 75. Whereas a main residence is subject to inheritance tax. This raises an interesting question around tax efficiency and whether it is better to draw funds from property over pension assets.

***How can borrowing reduce my Inheritance Tax?***

If you borrow against your home via a mortgage and gift the equity to your children, it becomes known as a potentially exempt transfer (PET). A PET allows you to make unlimited gifts which are exempt from Inheritance Tax (IHT) if you live for the following seven years (There will be tax payable on a sliding scale if you die within seven years). Depending on your age and life expectancy, this can be a worthwhile solution, as it reduces the overall value of your estate and therefore the inheritance tax due when you pass away. Individual situations vary, so seeking professional advice is always recommended.

***How can I help my family using the equity in my property?***

The 'Bank of Mum and Dad' is becoming more and more important in today's property market. Under 35s increasingly need help from parents, grandparents or other family members to get on the property ladder. For many, this is done by releasing the equity built up in property. The most common way of doing this is borrowing via a lifetime mortgage. The cost of this type of mortgage has dropped dramatically recently. In some cases I've advised on, children are paying off the interest for mum and dad because it's cheaper than borrowing the money themselves.

***Are there any risks?***

Lifetime mortgages allow interest to roll up. So unless you choose to pay the interest, your mortgage will gradually get bigger over time and this may reduce the value of your estate. This could mean leaving less when you eventually pass away. If you need care in the future, any borrowing today will mean there is less money available in the future, so do consider carefully. Finally, don't let your children put you under pressure to help them, especially if it's at the detriment of your own financial needs and future goals.

*David Forsdyke is Knight Frank's Later Life Finance expert and has worked for the Financial Conduct Authority and Equity Release Council. Contact David for trusted financial advice on 01483 947 764.*




# EAST OF ENGLAND

Beautiful coastlines and quaint countryside scenes have brought tourists to the East of England in their droves. Now second-home owners are starting to follow suit

Research

REGIONAL INSIGHT

Data provided by Oliver Knight, Associate, Residential Research



George Bramley

HEAD OF EAST ENGLAND SALES

A shortage of sensibly priced prime properties on the open market has resulted in some premium prices being paid both privately and publically for quality property, in the Norfolk and Suffolk areas. There has been a rising demand for such property on the North Norfolk Coast, Norfolk Broads and the Suffolk Heritage Coast, as increased levels of tourism have helped showcase the region in all its glory.

21%

ARE SECOND-HOME PURCHASES

A fifth of property purchased in Suffolk were as second homes, between 2017-18\*


NORWICH

90 MINUTES

LONDON

Commuters can travel between Norwich and London in just under 90 minutes, after a new high-speed Greater Anglia service was introduced in spring 2019.


NORWICH IN NORFOLK WELCOMES MORE THAN 40 MILLION VISITORS A YEAR AND WAS RECENTLY VOTED THE UK'S "HAPPIEST CITY" AND "THE BEST PLACE TO LIVE" IN TWO DIFFERENT 2019 SURVEYS.



3.2

Million

The average price of a property sold by Knight Frank above £1 million, in 2019.




Fine Dining

THIS REGION HAS TWO MICHELIN STAR/BIB GOURMAND RESTAURANTS

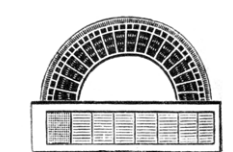
50%

THE INCREASE IN THE NUMBER OF LONDONERS RELOCATING TO THE EAST SINCE 2013



"With tourism and lifestyle buyers driving interest from both home and abroad, the Eastern region of England presents an opportunity for those looking to invest in short-term lets as well as second-home buyers, especially in areas such as the North Norfolk Coast, Norfolk Broads and the Suffolk Heritage Coast."

GEORGE BRAMLEY, PARTNER, COUNTRY DEPT



The average size of a property sold by Knight Frank in the East of England above £1 million is 8,125 square foot (2019).

113

Sales above £2 million over 12 months to August 2019, according to the Land Registry.

Illustration: Joe McKendry & Cheryl Goh \*Source: HMRC

69





WORLINGHAM HALL  
Waveney Valley, Suffolk

Perhaps 'the most beautiful house of manageable size in Suffolk', says the acclaimed historian Norman Scarfe. Well positioned within 78 acres of historic parkland with formal gardens, three cottages and a traditional courtyard of outbuildings.

13 bedrooms | 7 bathrooms | 8 reception rooms  
Secondary accommodation | Swimming pool | Tennis court | Further land available by separate negotiation | Grade I listed

george.bramley@knightfrank.com  
020 3944 2017  
will.matthews@knightfrank.com  
020 3553 7856

Offers in excess of £2,900,000  
Property Number CHO190100

S O L D



NORTH COVE HALL Beccles, Suffolk  
6 bedrooms | 4 bathrooms | 4 reception rooms  
Guide price £1,900,000



RAINTHORPE HALL Norwich, Norfolk  
12 bedrooms | 9 bathrooms | 10 reception rooms  
Guide price £2,400,000



THE WATERMILL Burnham Overy, Norfolk  
4 bedrooms | 4 bathrooms | 4 reception rooms  
Guide price £1,250,000



SUTTON HALL Sutton, Suffolk  
8 bedrooms | 3 bathrooms | 6 reception rooms  
Guide price £3,000,000



FELTHORPE HALL Norwich, Norfolk  
9 bedrooms | 6 bathrooms | 6 reception rooms  
Guide price £4,000,000



NEW FARM Beeston, Norfolk  
4 bedrooms | 3 bathrooms | 3 reception rooms  
Guide price £1,750,000



# SCOTLAND & NORTHERN ENGLAND

*The UK's Northern regions, including Scotland, the Borders and Yorkshire in particular, have long had a romantic appeal to those from the south, all of which is driving strong market growth*

## REGIONAL INSIGHT

Data provided by Oliver Knight, Associate, Residential Research



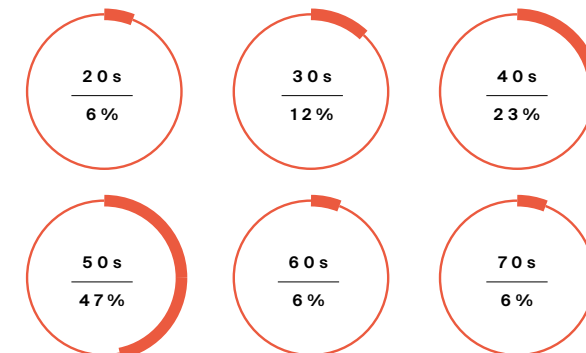
**Edward Douglas-Home**  
SCOTLAND REGIONAL HEAD

Scotland and the North of England have rapidly become some of the most desirable locations in the UK. Edinburgh in particular has consistently been voted as one of the best cities in the world to live, thanks to the quality of property on offer, quick transport options to the rest of the UK, and the high-class lifestyles available. As a result, demand remains solid, even in an uncertain political climate. Edinburgh is a growing finance and tech hub, too, with fantastic schools and universities powering such growth.



**27**

NUMBER OF MICHELIN  
STAR/BIB GOURMAND  
RESTAURANTS IN  
SCOTLAND, THE BORDERS  
AND NORTH YORKSHIRE



Average age of buyers in Scotland & Yorkshire in 2019 (£2m+)



**1.4**  
Million

*The average price of property sold by Knight Frank in this region above £1 million, in 2019.*



*“Scotland truly has opened up to the world, thanks to several new intercontinental routes to North America, the Middle East and China on offer from Edinburgh airport. The city is better connected than ever and this has made it particularly appealing to a new international, overseas class of buyer who perhaps want a second home for business purposes.”*

**EDWARD DOUGLAS-HOME, PARTNER, SCOTLAND REGIONAL HEAD**

### Scotland

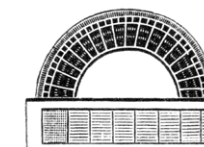


THE INCREASE IN  
THE NUMBER OF  
LONDONERS  
RELOCATING TO  
SCOTLAND  
SINCE 2013

### Yorkshire



THE INCREASE IN  
THE NUMBER OF  
LONDONERS  
RELOCATING TO  
YORKSHIRE AND THE  
HUMBER SINCE 2013



*The average size of a property sold by Knight Frank in this region above £1 million, is 3,255 square foot (2019).*

**31%**

*The year-on-year increase in £1 million-plus sales in Scotland in 2019.*

THERE ARE 909 'CATEGORY A' LISTED (THE SCOTTISH EQUIVALENT OF GRADE I LISTED) BUILDINGS IN EDINBURGH – MORE THAN FOUR TIMES AS MANY THAN IN ANY OTHER REGION. THERE ARE 3,707 BUILDINGS OF 'CATEGORY A'; "SIGNIFICANT INTERNATIONAL IMPORTANCE" IN SCOTLAND. THERE ARE 23,839 'CAT B' (GRADE II\*) LISTED BUILDINGS IN SCOTLAND AND 20,301 'CAT C' LISTED (GRADE II)





AUCH AND INVERMEARAN  
Argyll

A spectacular wilderness estate with diverse interests. Whether it is sporting, farming, renewables, eco-tourism development, woodland, rewilding or the concept of natural capital, the estate offers a multitude of opportunities to buyers.

*Principal lodge with 3 bedrooms | Red deer stalking | 2.5 miles of salmon fishing  
hydro scheme with significant income | approximately 28,202 acres*

tom.stewart-moore@knightfrank.com  
0131 516 1966

Offers over £10,000,000  
Property Number EDN170026





REGENT TERRACE  
Edinburgh

A spectacular Georgian property in an exclusive area. This is an exceptional example of a grand townhouse in a prime location. The house has been interior designed and extended to stunning effect, showcasing views of Arthur's Seat, a large private garden and with direct access to the wonderful Regent Gardens.

5-6 bedrooms | 3 bathrooms | 4 reception rooms | Large private garden | Access to Regent Gardens | EPC E

edward.douglas-home@knightfrank.com  
0131 516 1965

Offers over £2,300,000  
Property Number EDC190194



ST. MARGARET'S ROAD  
Edinburgh

A significant detached family house in a prime Edinburgh location. This wonderful family home has been lovingly renovated by the current owners. Extensive living and entertaining space is balanced by seven double bedrooms, all of which have been professionally interior designed. A large garden, parking and garage further add to the property's appeal.

7 bedrooms | 3 bathrooms | 4 reception rooms | large garden | garage | private parking | EPC: E

edward.douglas-home@knightfrank.com  
0131 516 7657

Offers over £2,500,000  
Property Number EDC190244



LOFTUS HILL  
North Yorkshire

This stunning Grade II listed home is one of Yorkshire's most outstanding private houses. It is situated in the middle of a mature estate of some 43 acres only seven miles from Harrogate.

- 6 bedrooms
- 6 bathrooms
- 5 reception rooms
- Two cottages & function suite
- Outbuildings including five stables

daniel.rigg@knightfrank.com  
01432 819355

Guide price £6,750,000  
Property Number HAR080228



SWAN ROAD  
Harrogate

An immaculate Grade II listed early Victorian townhouse occupying a prominent position within the town centre. It is possibly one of Harrogate's most admired homes.

- 6 bedrooms
- 4 reception rooms
- 4 bathrooms
- Garaging

harlan.pollitt@knightfrank.com  
01432 819244

Guide price £1,950,000  
Property Number HAR180195



CRAILING HOUSE  
Jedburgh

An elegant, Grade A listed, Regency-style mansion in a magnificent parkland setting, surrounded by beautiful Borders countryside. Crailing House is regarded as one of architect William Elliot's most sophisticated houses; well-proportioned inside and out. Restored to the highest standard by its present owners, no expense was spared in making it fit for life in the 21st century.

- 7 bedrooms | 5 bathrooms | 3 reception rooms | Biomass heating system | Self-contained apartment | Lodge cottage | Stables
- Parkland | Grazing | Mature garden | Trout fishing | Approximately 15.23 acres

james.denne@knightfrank.com  
01896 888501

Offers over £1,695,000  
Property Number LAU190056





BOATH HOUSE  
Inverness-shire

A stunning boutique country guest house situated on the Moray coast. A Grade A listed Georgian house with ancillary accommodation, as well as two luxury one bedroom cottages and award-winning Kale Yard Café.

7 bedrooms | 7 bathrooms | Walled garden | Award-winning café | Approximately 16.61 acres

tom.stewart-moore@knightfrank.com  
01315 161968

Offers over £1,975,000  
Property Number EDN120150

S O L D



MAYFIELD TERRACE Edinburgh  
4-6 bedrooms | 3 bathrooms | 3-4 reception rooms  
Offers over £1,500,000



HEXHAM Northumberland  
5 bedroom farmhouse | 3 holiday cottages | 31 acres  
Guide price £695,000



LESLIE Fife  
7 bedrooms | 3 bathrooms | 3 reception rooms  
Offers over £1,250,000



LOGANBANK Midlothian  
5 bedrooms | Bathroom | 2 reception rooms  
Offers over £800,000



GREAT STUART STREET Edinburgh  
4 bedrooms | 3 bathrooms | 1-2 reception rooms  
Guide price £1,350,000



HEXHAM Northumberland  
Productive stock farm | 5 bedroom farmhouse | 428 acres  
Offers over £2,250,000



# FARMS & ESTATES

Low supply and high demand means land – particularly agricultural – continues to hold its value, especially at a time of ongoing political uncertainty

## PERFORMANCE INSIGHT

Data provided by Andrew Shirley,  
Head of Rural Research

### Farms & Estates

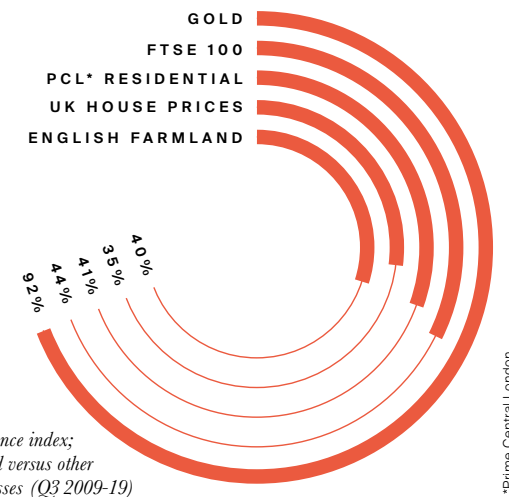
CLIVE HOPKINS

The market for farmland and estates remains uncertain and unpredictable, with the key market driver being price. Volumes of available property and land remain low, reflecting this uncertainty. Both sellers and buyers are keen to see an end to the current political impasse on Brexit and, to an extent, are no longer over-concerned as to the outcome. In truth, many people want a result simply to allow their lives to move forward. Notwithstanding this, there is a market and there is transactional activity. Once engaged, purchasers are not afraid to compete and compete hard, and are actually comforted by competition. As data from the Knight Frank Farmland Index reflects, the current value of agricultural land has remained steady in the face of political and economic uncertainty, with a marginal decrease of 1% for the price per acre since the third quarter of 2018.



THE AVERAGE PRICE FOR AN ACRE OF BARE AGRICULTURAL LAND IS £6,975 AS OF SEPTEMBER 2019

*The Knight Frank Farmland Index tracks the average price of bare (no residential property or buildings) commercial (productive arable and pasture) agricultural land in England. The quarterly index is based on the opinions of Knight Frank's expert valuers and negotiators; the results of actual sales conducted by both the firm and its competitors; local market knowledge; and client and industry sentiment.*



FEWER THAN 100,000 ACRES OF AGRICULTURAL LAND HAD BEEN ADVERTISED FOR SALE IN FARMERS WEEKLY BY Q3 OF 2019, A YEAR-ON-YEAR DECLINE OF 44%, REPRESENTING HOW LIMITED SUPPLY IS.

# £17,235

*The average cost for a hectare of bare agricultural land in the UK, as of September 2019. This figure is down from an average of £19,000 per hectare in September 2014 and £17,408 in September 2018.*



### Land Value

THE AVERAGE PRICE FOR AGRICULTURAL LAND PER ACRE HAS DECREASED 1% OVER THE PAST 12 MONTHS (SINCE 2018 Q3)

# 40%

THE PERCENTAGE INCREASE IN PRICE FOR AN ACRE OF AGRICULTURAL LAND OVER THE PAST DECADE



*“Committed farming businesses are also looking beyond Brexit and are keen to secure more land if it becomes available. A farmer told me he paid over £10,000 per acre, subject to it being tenanted by a third party. This underlines the extreme desire there is to buy this kind of land.”*

CLIVE HOPKINS, PARTNER, FARMS & ESTATES

# 9%

*There may have been a 40% increase in the price of land over the past decade, but there's been a 9% decline in price in the last five years.*

# £10,000

*This is around the highest price for a single acre of agricultural land that has been paid for in a number of deals Knight Frank has been involved with in 2019. Around £6,000 is the lowest, recorded on a particular deal in Lincolnshire.*





DEWLISH HOUSE  
Dewlish, Dorchester

NEWTOWN PARK ESTATE  
Lymington, Hampshire

A stunning Grade I listed country house in a magnificent lakeside and parkland setting, in almost 296 acres of rolling countryside.

A striking, classical Grade II\* listed country house at the heart of a 405 acre estate, with views over the Solent. The principal house has beautiful walled gardens, parkland, mixed farmland and a range of traditional and modern farm buildings.

11 bedrooms | 8 bathrooms | 6 reception rooms | Stable block | Beautiful gardens & immaculate grounds | 6 cottages  
Farm buildings | Parkland, arable land & woodland | Available as a whole or in lots

clive.hopkins@knightfrank.com  
020 3944 9276  
rupert.sweeting@knightfrank.com  
020 3925 9052

Offers in excess of £12,000,000  
Property Number CHO190133

11 bedrooms | 10 bathrooms | 5 reception rooms  
3 cottages | Tennis court | Swimming pool | Private air strip | Hangar | Garaging

george.bramley@knightfrank.com  
020 3925 9387  
will.matthews@knightfrank.com  
020 3504 8114

Guide price £10,000,000  
Property Number CHO190203



NEWPORT HOUSE  
Almeley, Hereford

A magnificent Georgian house with fine landscaped gardens and lake at the heart of an idyllic country estate.

10 bedrooms  
9 bathrooms  
5 reception rooms  
Parkland & woodland  
Cottages & farmhouses  
Approximately 427 acres

will.matthews@knightfrank.com  
020 3925 9851  
jonathan.bengough@knightfrank.com  
01905 885364

Guide price £10,000,000  
Property Number WRC170290



GOTWICK MANOR  
East Grinstead, East Sussex

A beautiful period country house with excellent facilities, in a stunning rural estate of approximately 514 acres.

12 bedrooms  
9 bathrooms  
6 reception rooms  
Beautiful gardens & grounds  
Extensive secondary accommodation  
Stunning woods & extensive pasture

will.matthews@knightfrank.com  
020 3944 2309

Asking price £10,250,000  
Property Number POD190231

S O L D



LANGHAM FARM Watchet, Somerset  
Approx 655.25 acres | Shooting lodge | Modern farm buildings  
Guide price £6,175,000



STANTON FARM Marlborough, Wiltshire  
Approx 288 acres | Equestrian facilities | Potential for shoot  
Guide price £4,950,000



BRAWN FARM Sandhurst, Gloucestershire  
Approx 381.83 acres | Sporting | Farm buildings  
Guide price £2,950,000



LEW HOUSE Bampton, Oxfordshire  
Approx 454.48 acres | Equestrian facilities | Farm buildings  
Guide price £10,850,000



PRESTON FARM Sevenoaks, Kent  
Approx 182.33 acres | Trout fishing | Equestrian facilities  
Guide price £3,500,000



GREENWAY FARM Swindon, Wiltshire  
Approx 176.92 acres | Farm buildings | Equestrian facilities  
Guide price £2,950,000



REGIONAL INSIGHT

Bruce  
Tolmie-Thomson

HEAD OF JERSEY & CHANNEL ISLAND SALES

The Channel Islands offer residents an exceptionally high quality of life in a business-friendly environment. Safe and secure with excellent schools, recreation, restaurants, and beautiful coastlines on the two main islands, they are ideal locations to call home. Jersey and Guernsey are home to many businesses with international reach, as they offer high-value employment and a favourable environment for business growth. Their size also means short commutes around both islands, as well as to the British mainland, which contributes to a favourable work-life balance – something enjoyed by many mainlanders. The Channel Islands have restrictions in place on who can purchase and occupy residential property. In Jersey, those who are not locally born may qualify under the High Value Residency (HVR) system, which requires a minimum annual tax contribution. A small number of ‘unqualified’ properties are also available, that do not require HVR status. In addition, Jersey has a system in place for non-locals deemed essentially employed. Through our partnership with Wilsons Knight Frank, we can advise on all situations while offering the very best in residential property.



34%

The number of sales for homes over £1 million increased 34% year-on-year in Jersey, in 2018.



11%

TRANSACTION  
INCREASE

The year-on-year increase in property transactions worth more than £1 million in Guernsey, over the 12-month period between Q3 2018 and Q3 2019.



“Jersey and Guernsey are home to many businesses with international reach, as they offer high-value employment and a favourable environment for growth. Their compact size also means short commutes, contributing to a favourable work-life balance – something enjoyed by many from mainland UK.”

BRUCE TOLMIE-THOMSON, PARTNER, COUNTRY DEPT

PROPERTY SALES IN JERSEY WITH A VALUE ABOVE £1 MILLION INCREASED 84% IN THE FIRST SIX MONTHS OF 2018, VERSUS THE SAME PERIOD IN 2017.

23%



Over the past five years, property prices have risen 23% in Jersey, with larger property types generally outperforming smaller ones.

5,500

The number of acres Jersey National Park covers, which was formed in 2009. This roughly equates to 16% of the island’s 48 square-mile land mass.

High-quality lifestyles, business-friendly environments, excellent schooling, and, of course beautiful coastlines all contribute to the growing popularity of the Channel Islands





MAUFANT MANOR  
St. Saviour, Jersey

An outstanding and meticulously presented country estate, Maufant Manor stands in a rural, unspoilt part of St Saviour and is located conveniently for the capital town of St Helier.

6 bedrooms | 4 bathrooms | 4 reception rooms  
Separate guest & staff accommodation | Swimming pool | Tennis court | 33 acres

james.crawford@knightfrank.com  
020 3944 3106  
clifford@wilsons.je  
01534 877977

Guide price £6,950,000  
Property Number CHO180331



LAUREL LANDS  
St Saviour, Jersey

Set in rural surroundings within a popular parish, this exquisitely modernised period residence has in recent years been totally refurbished and extended to create an outstanding family home.

5 bedrooms | 3 bathrooms | 4 reception rooms  
Swimming pool | Garaging | Studio/games room

james.crawford@knightfrank.com  
020 3944 6416  
aimee@wilsons.je  
01534 877977

Guide price £3,250,000  
Property Number CHO190251





EAGLE'S REST  
St. Brelade, Jersey

Eagle's Rest is a major family residence of circa 10,885 sq ft. Located in a prime location just above St Aubin's Village and harbour, the property provides views across St Aubin's Bay and is close to some of the best beaches Jersey has to offer.

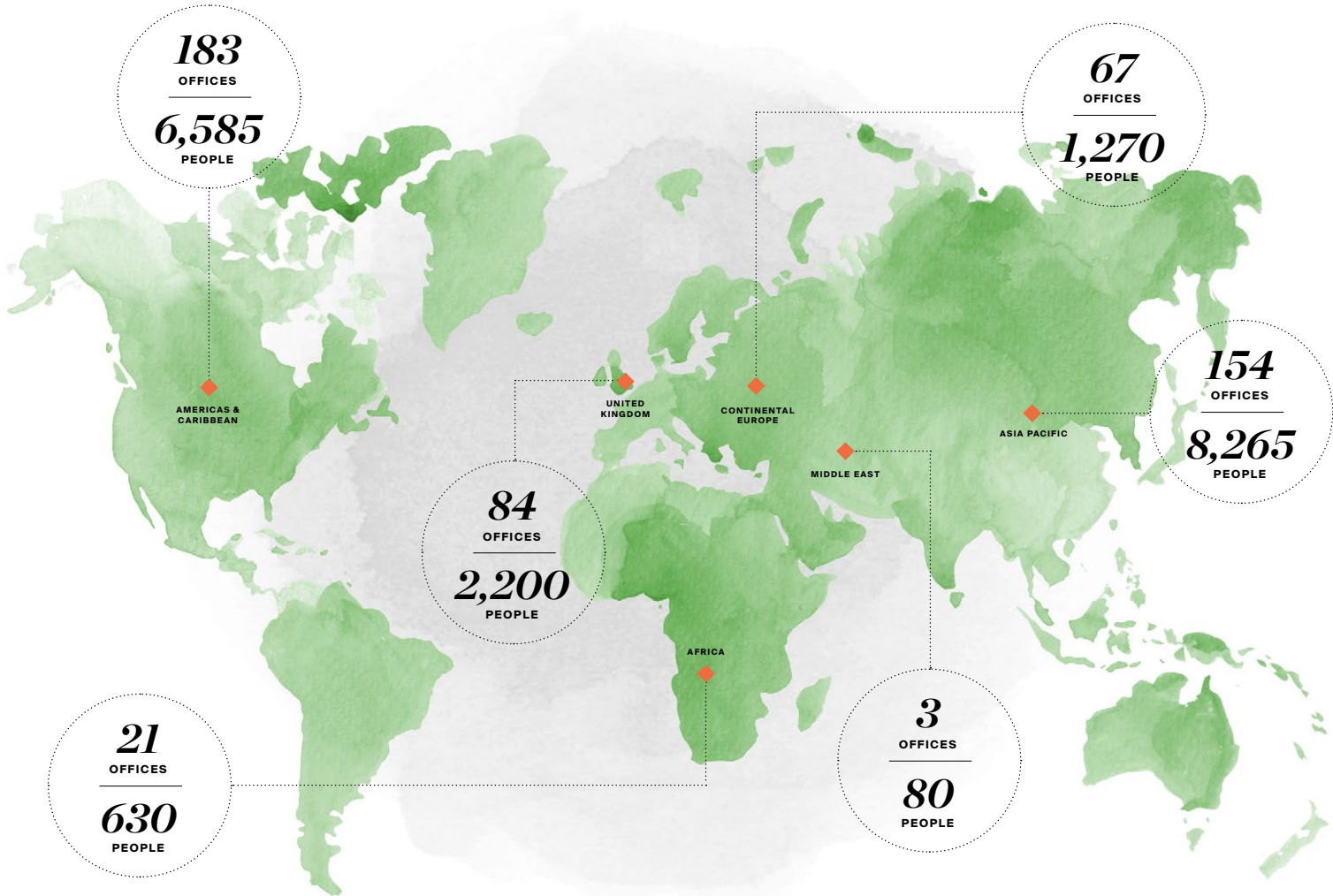
6 bedrooms | 6 bathrooms | 5 reception rooms  
Swimming pool & leisure facilities | Wine cellar | Media room | 3 acres

james.crawford@knightfrank.com  
020 3733 1120  
clifford@wilsons.je  
01534 877977

Guide price £16,500,000  
Property Number CHO190206

Locally Expert,  
Globally Connected

Knight Frank has more than 500 offices over 60 territories and is 19,000 people strong



**AMERICAS & CARIBBEAN**  
*13 Territories*  
—  
Argentina, Brazil, Canada, Chile, Colombia, Costa Rica , Mexico, Peru, Puerto Rico, Caribbean (3), USA

**AFRICA**  
*10 Territories*  
—  
Botswana, Kenya, Malawi, Nigeria, Rwanda, South Africa, Tanzania, Uganda, Zambia, Zimbabwe

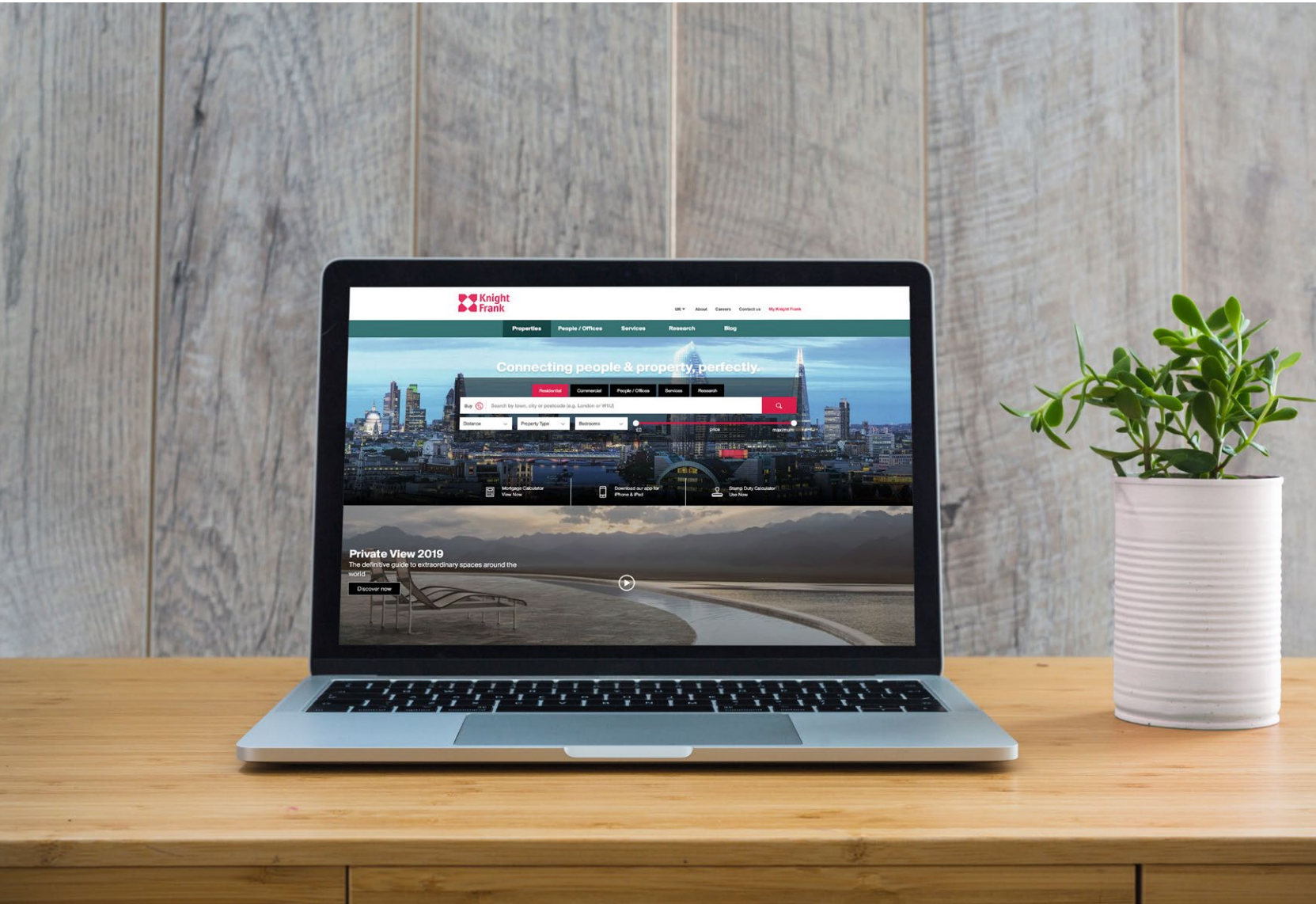
**CONTINENTAL EUROPE**  
*17 Territories*  
—  
Austria , Belgium, Cyprus, Czech Republic, France, Germany, Hungary, Ireland, Italy, Monaco, Netherlands, Poland, Portugal, Romania, Russia, Spain, Switzerland

**UNITED KINGDOM**  
*3 Territories*  
—  
England, Scotland, Wales

**MIDDLE EAST**  
*2 Territories*  
—  
Kingdom of Saudi Arabia, United Arab Emirates

**ASIA PACIFIC**  
*15 Territories*  
—  
Australia, Cambodia , China , Fiji , Hong Kong, India, Indonesia, Japan , Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand





# Our Expertise

Locally expert, globally connected.  
*There’s a human element in the world of property that is too easily overlooked.*

“At Knight Frank we build long-term relationships, which allow us to provide personalised, clear and considered advice on all areas of property in all key markets. We believe personal interaction is a crucial part of ensuring every client is matched to the property that suits their needs best – be it commercial or residential. Operating in locations where our clients need us to be, we provide a worldwide service that’s locally expert and globally connected. As a partnership, we are independent, debt-free and not beholden to external shareholders.

We believe that inspired teams naturally provide excellent and dedicated client service. Therefore, we’ve created a workplace where opinions are respected, where everyone is invited to contribute to the success of our business and where they’re rewarded for excellence. The result is that our people are more motivated, ensuring your experience with us is the best that it can be.”

**ALISTAIR ELLIOTT**  
*Senior Partner & Group Chairman*

## GLOBAL SERVICES

**RESIDENTIAL**  
*Prime Sales:* Our prime sales network is involved with the most prestigious residential properties around the world. Our integrated global network and ability to identify unique investment opportunities, combined with our unrivalled access to high net-worth individuals (HNWIs), places us in an unparalleled position of strength. Whether it is sovereign wealth or the upwards of 3,000 individuals we have dealt with personally with a net worth of more than US\$100 million, our record of selling trophy homes is second-to-none and has enabled us to act for more than 600 billionaires.

*Project Marketing & International Project Marketing:* Through our Project Marketing service we provide developers of mid- to high-end projects with research, consultancy, marketing and sales. Unit values targeted are those in excess of US\$350,000, in locations where long-term value is ensured, such as London, Hong Kong, Singapore, Vancouver, Melbourne, New York, Miami and Dubai.

**CAPITAL MARKETS**  
Our Global Capital Markets Group has a reputation for acting on the most high-profile property transactions around the world. We act for institutional, private equity, family offices, sovereign wealth and real estate companies in the cross-border acquisition and disposal of property globally. Our services cover the office, residential, retail, industrial, leisure and hotel sectors, as well as the specialist areas of student property and healthcare. We believe the principal drivers of our success are our access to stock, the right client base and a highly collaborative network of global teams.

**OCCUPIER SERVICES & COMMERCIAL AGENCY**  
At Knight Frank we offer a different approach, providing expert advice to tenants and landlords across the global office market. We deliver real value through carefully formulated property strategies and robust negotiation, in prime business districts for landlords, multinational businesses and local occupiers.

*Corporate Services:* Global Corporate Services (GCS) provide a full suite of portfolio management, consulting and transactional services to multimarket corporate occupiers, globally. Our account teams in London, New York and Hong Kong manage service delivery through the expertise in our local offices, across all service lines.

**VALUATION & ADVISORY**  
Our Knight Frank Valuation experts provide a comprehensive range of single and portfolio valuations, market appraisal and consultancy services across both the commercial and residential sectors. With a wide skill-set spanning from retail to student property, we have the ability to draw upon our significant global network of Capital Markets, Leasing, Occupier and Research industry specialists, allowing us to add value for our clients, rather than merely reporting. We provide extensive valuation services to financial institutions, private individuals, funds, property companies and the public sector.

## OUR FULL SERVICE LIST

Commercial:	
<b>SECTORS</b>	<b>SERVICES</b>
Automotive	Asset Management
Energy	Building Consultancy
Healthcare	Business Rates
Hotels	Capital Allowances
Industrial & Logistics	Capital Markets
Leisure	Debt Advisory
Office	Development Consultancy
Retail	Energy & Sustainability Consultancy
Retail Warehouses	Investment Management
Student	Facilities Management
	Lease Advisory
	Leasing
	Planning
	Project Management
	Property Management
	Research
	Restructuring & Recovery
	Sales
	Tenant Representation
	Valuations
	Workplace Consultancy

Residential:	
<b>TRANSACTIONAL SERVICES</b>	<b>PROFESSIONAL SERVICES</b>
Development Marketing	Building Consultancy
International Residential Sales	Compulsory Purchase Consultancy
Investment & Lettings Management	Corporate Services
Lettings	Interiors
Private Client Acquisition	Litigation
Private Rented Sector	Research
Property Management	Residential Asset Management
Residential Capital Markets Sales	Retirement / Senior Living
	Residential Mortgage Broking
	Rural Consultancy
	Valuations





FINAL VIEW

# TAKE TO THE COUNTRY

Prime sales negotiator for North Surrey, *Odge Davey*, talks about the growing trend of young wealth moving to the countryside and why it’s so important to understand the purchasing behaviour that drives it

The wealth younger people possess is growing. There are now more ‘young’ people across the UK considered millionaires in the traditional sense, with the estimated number growing by a third in 2018 according to data from HMRC – up from 300 to 400 in a single year. And as the possession of wealth changes generationally, so is the way it’s spent.

When it comes to real estate, you might imagine wealthy Millennial and even Generation Zers (those born between 1996 and 2005) would be buying super high-tech, high-rise apartments in the vibrant heart of the UK’s biggest cities, but this is only partly true. In fact, while high-tech and eco-friendly are certainly tick-boxes high on the agenda for younger buyers, being in a city is not.

Many of our younger, wealthier clients are swapping a new, 20th-floor high-rise apartment in the beating heart of Wandsworth, for an all-bells-and-whistles five-bed suburban home in the heart of Weybridge.

And the money is indeed moving outwards. Data suggests the number of under 40s buying property above £2 million in the countryside has roughly doubled since 2014 (2.21%, up from 1.13% of total purchases), while for those above £1 million in the countryside, the total purchase number has doubled, but is higher at 7% – up from 4.3% in 2014.

Much of this is down to the lifestyle that living in the countryside can offer, especially in areas that allow people to create a work-life balance that places more emphasis on the ‘life’ element than it does the ‘work’. Commuter towns outside of central London, for example, offer more space, peace and quiet, better access to higher-quality education and the health benefits associated with living in the countryside – fresh air, green space and room to move.

The major trends shaping society are also changing young people’s attitudes towards buying property. The ‘wellness’ trend means many of our younger clients are voicing their concerns about pollution in our city centres and shifting their criteria for buying a new home towards something much more holistic. Similarly, the desire to work flexibly means people want property that is better equipped for home working, with amenities that negate the need to commute.

As a trusted advisor to our prime clients, we make every effort to reach them on their level – especially those who are younger. That’s why we proactively engage with them through social media with dialogue that is insightful and empathetic, and build our own personas to make ourselves – and therefore the brand – much more accessible. That way we can remain forward-thinking enough to match their needs consistently as they mature as clients with Knight Frank.

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Meet the locally expert, globally connected teams around the UK, who'll guide you in tracking down your perfect property

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*Stedcombe House, Axmouth, Devon. Property for sale with Knight Frank, page 44.*

YOUR  
OWN COUNTRY VIEW

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