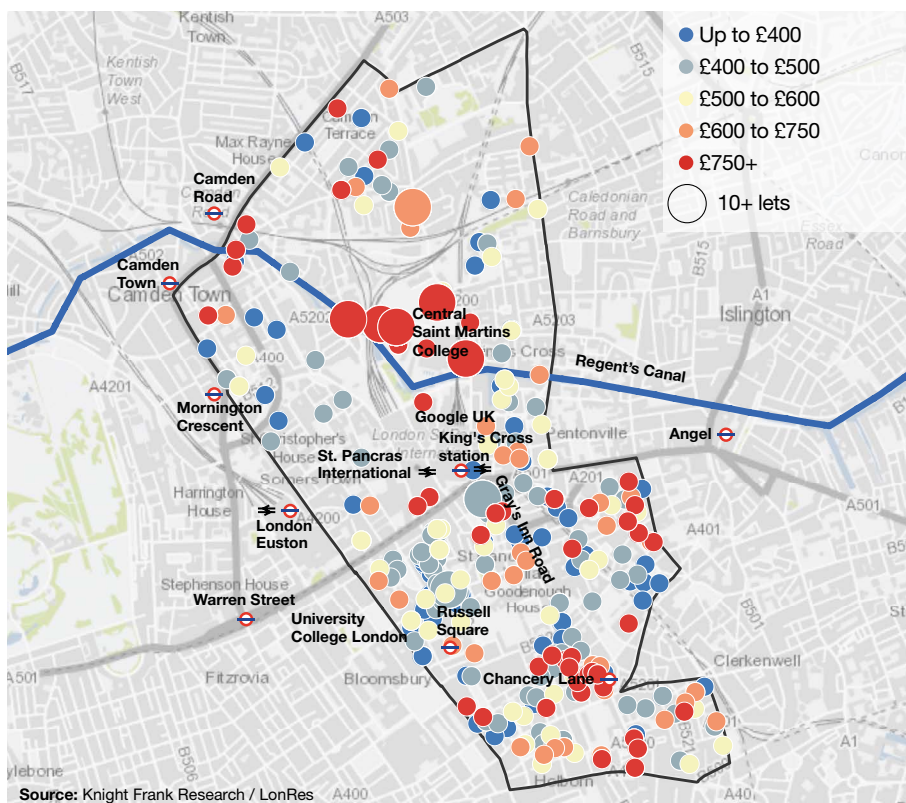




# KING'S CROSS LETTINGS MARKET INSIGHT 2018

**FIGURE 1 Maximum rental values in King's Cross**

Achieved rental values, 12 months to May 2018  
Circles can denote multiple sales in the same postcode, in which case the highest value is displayed



### King's Cross lettings market update

Rental values in King's Cross increased 4% in the year to May, which compared to a 0.7% rise in the same month last year. There has been a strengthening of rental values across prime central London in response to lower levels of supply as more landlords explore a sale after recent tax changes. The number of new lettings listings was 4% lower in King's Cross in the year to April than the previous 12-month period. Meanwhile, the number of tenancies agreed by Knight Frank was 20% higher over the same period and the number of new prospective tenants registering rose 10%.

### Mark Batty, King's Cross lettings head

**"Students continue to dominate the King's Cross lettings market, in particular Asian students who are drawn to the type of high-quality new-build properties in the area as well as its growing list of amenities and proximity to many of London's top universities. However, we have started to see growing levels of activity among corporate tenants. They include legal and financial professionals as well as those working in the tech sector, a group that I would expect to grow in significance once the Google office opens. New amenities have helped drive activity in King's Cross and demand should receive another boost once the Coal Drops Yard shopping street opens later this year."**

**FIGURE 2**

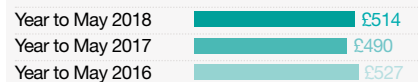
### King's Cross fact sheet

**Population: 66,243**

#### LETS AGREED



#### AVERAGE RENT



#### AVERAGE RENT N1C 4

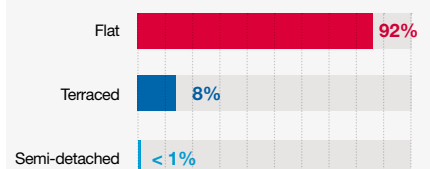


Source: Knight Frank Research / LonRes

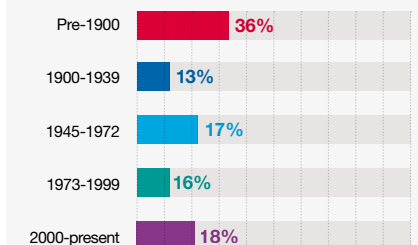
#### BLUE PLAQUES

- Sir Nigel Gresley, Railway engineer
- Theodor Fontane, Writer, novelist
- Paul Nash, Artist
- Amelia Edwards, Egyptologist and writer

#### STOCK BY PROPERTY TYPE



#### AGE OF HOUSING STOCK



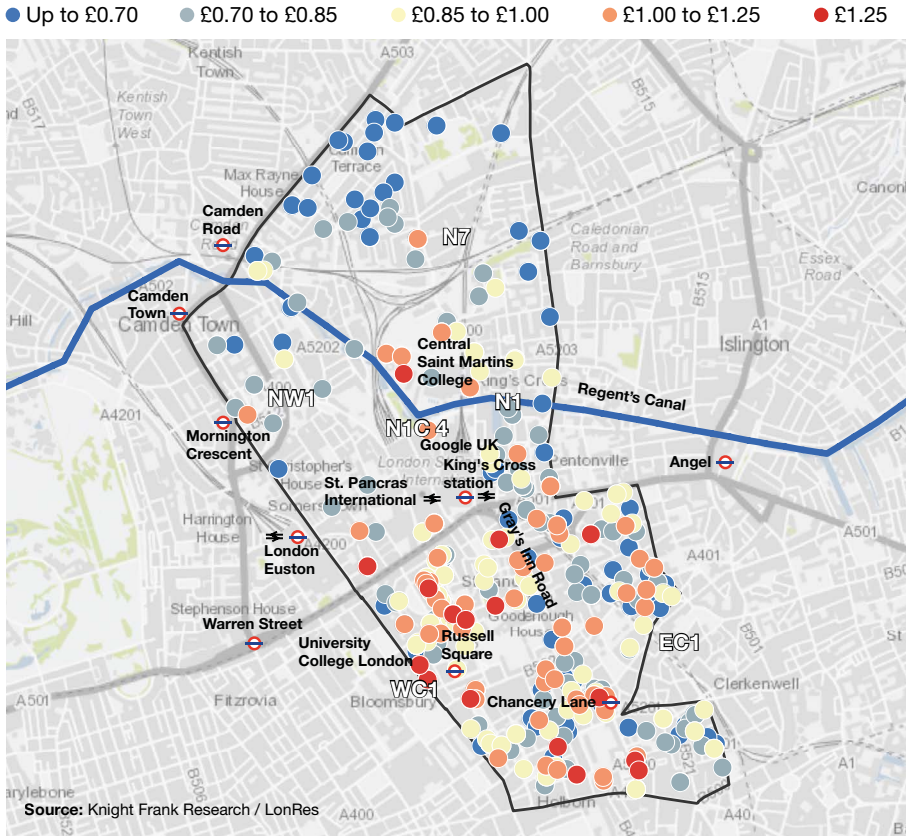
Source: Knight Frank Research

# KING'S CROSS LETTINGS MARKET INSIGHT 2018

FIGURE 3 Maximum £ per sq ft/week prices in King's Cross

Achieved rental values, year to May 2018

Circles can denote multiple transactions in the same postcode, in which case the highest value is displayed



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FIGURE 4 Rental market analysis by property type

Average achieved weekly rents, year to May 2018

Type / beds	Average achieved weekly rent	Average achieved weekly rent N1C 4	Type / beds	Average achieved weekly rent
Studio	£327	£446	House / 2	£469
Flat / 1	£414	£555	House / 3	£590
Flat / 2	£563	£748	House / 4	£922
Flat / 3	£757	£906		

Lettings market breakdown by property type

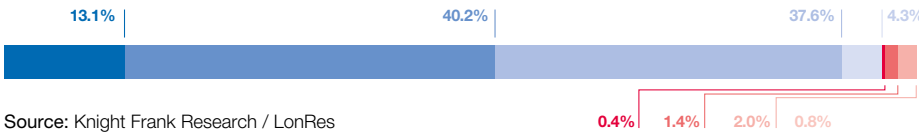


FIGURE 5 Transaction volumes and pricing data

■ Total lets ■ Average weekly rental value ■ Maximum weekly rental value

